

FIG. 1

FIRST ILLUSTRATIVE EMBODIMENT

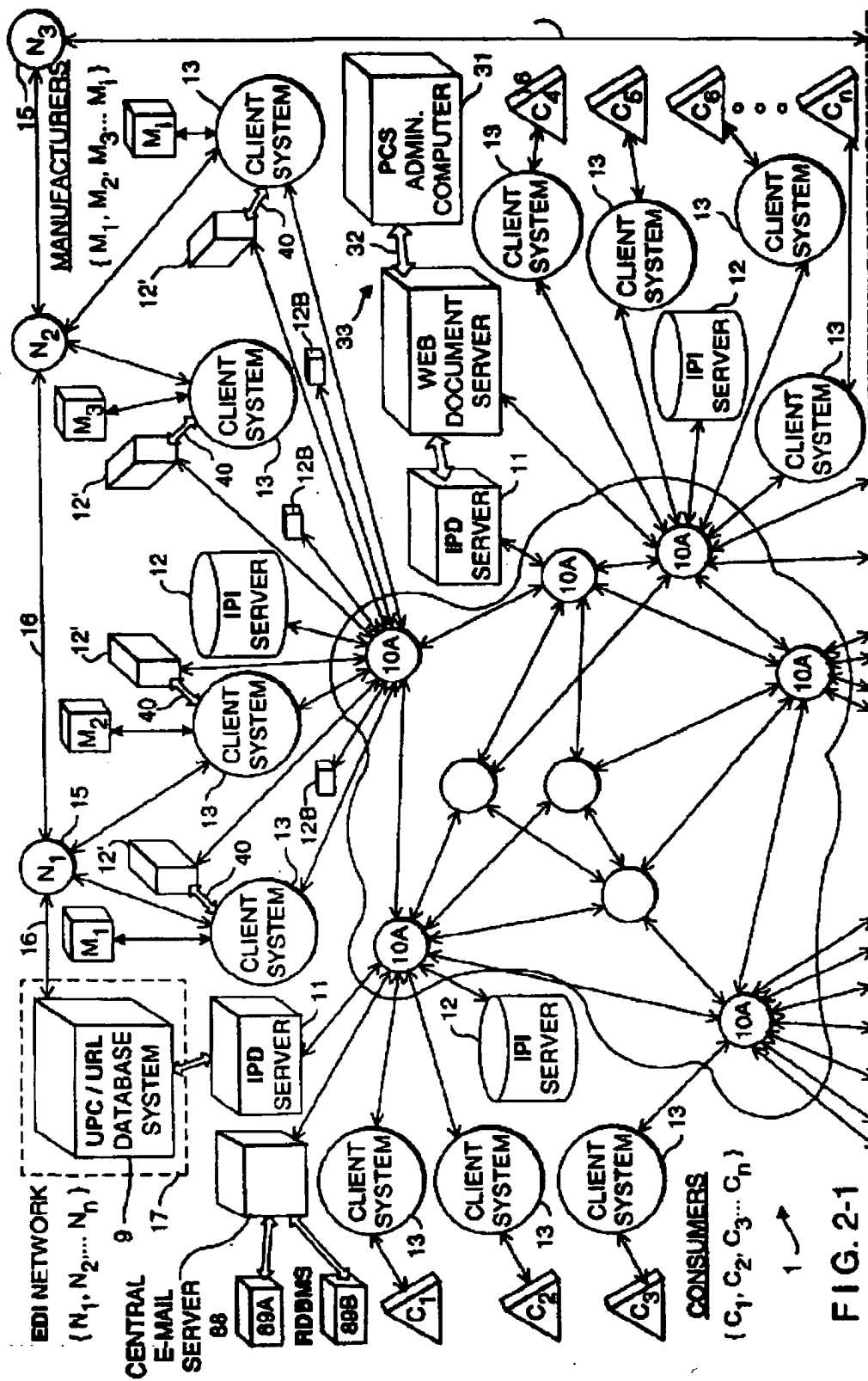


FIG. 2-1

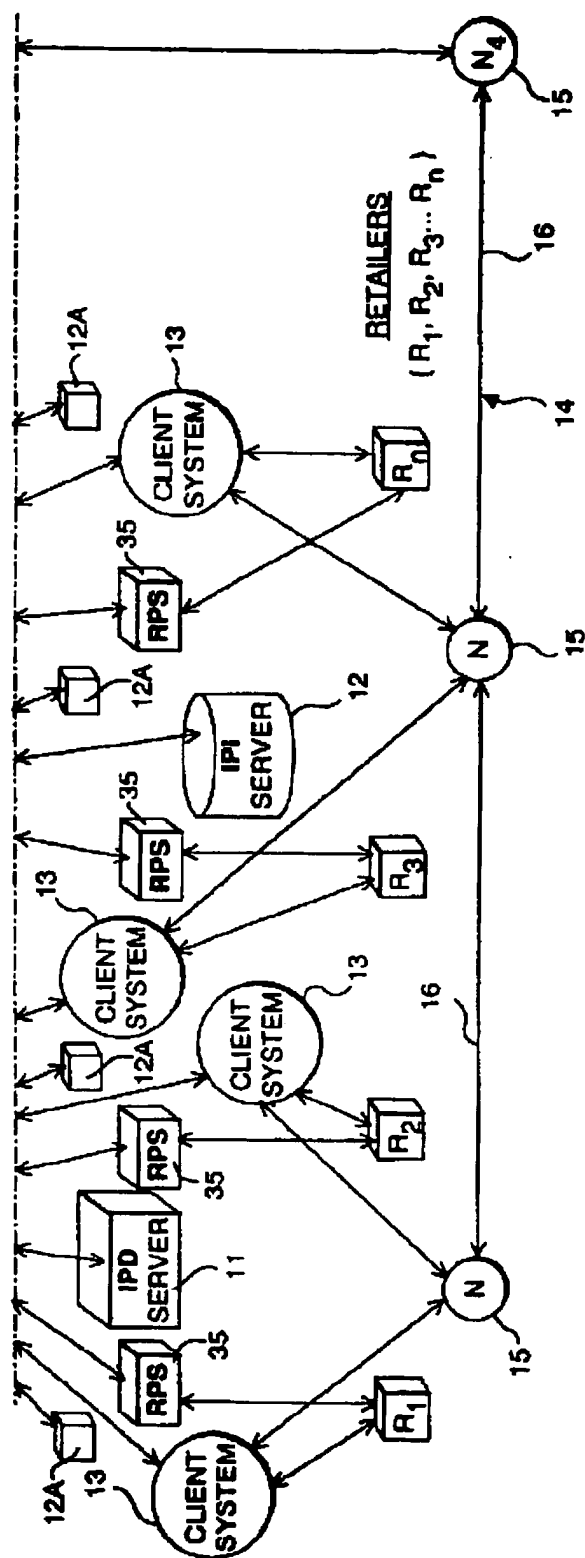


FIG. 2-2

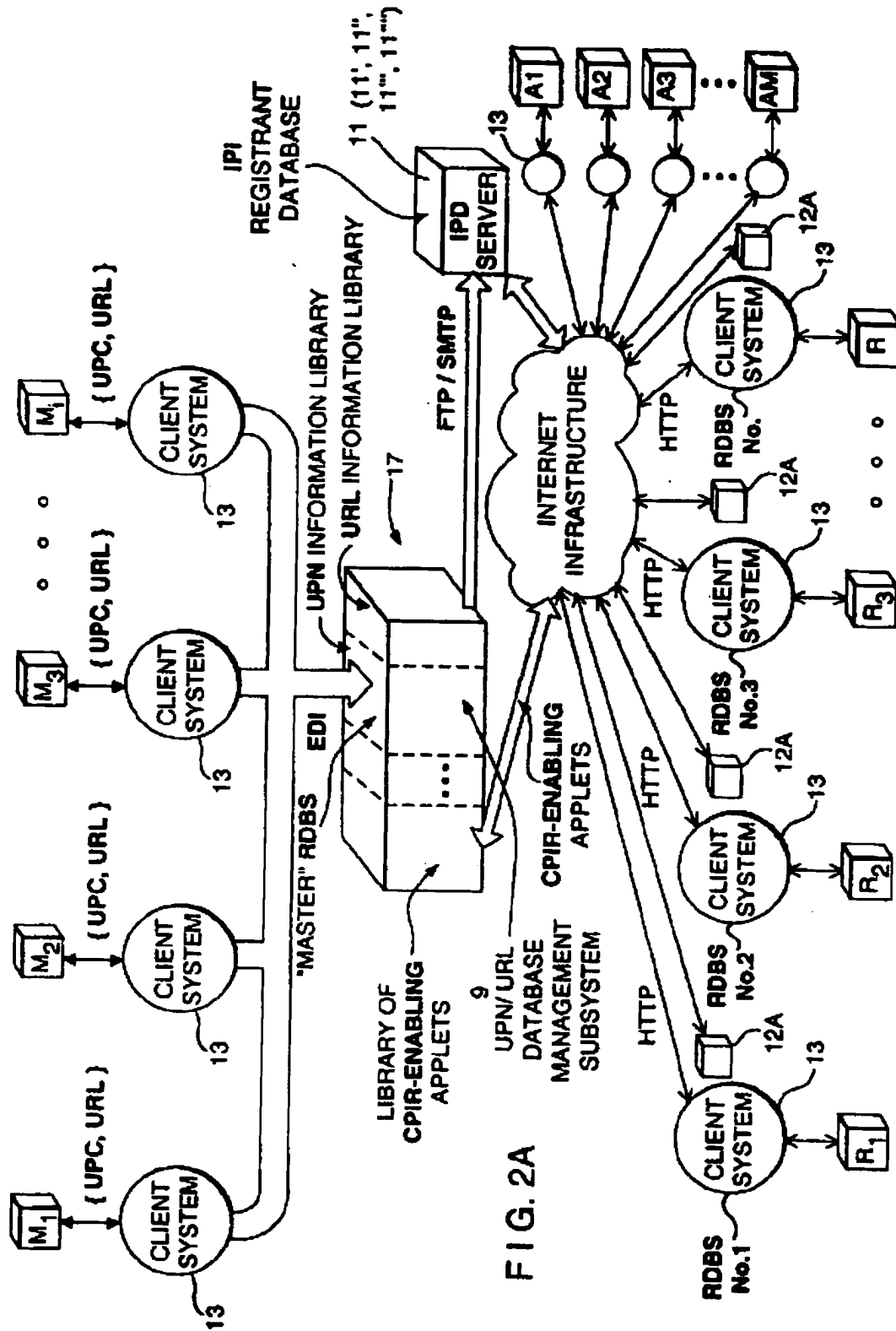


FIG. 2A

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

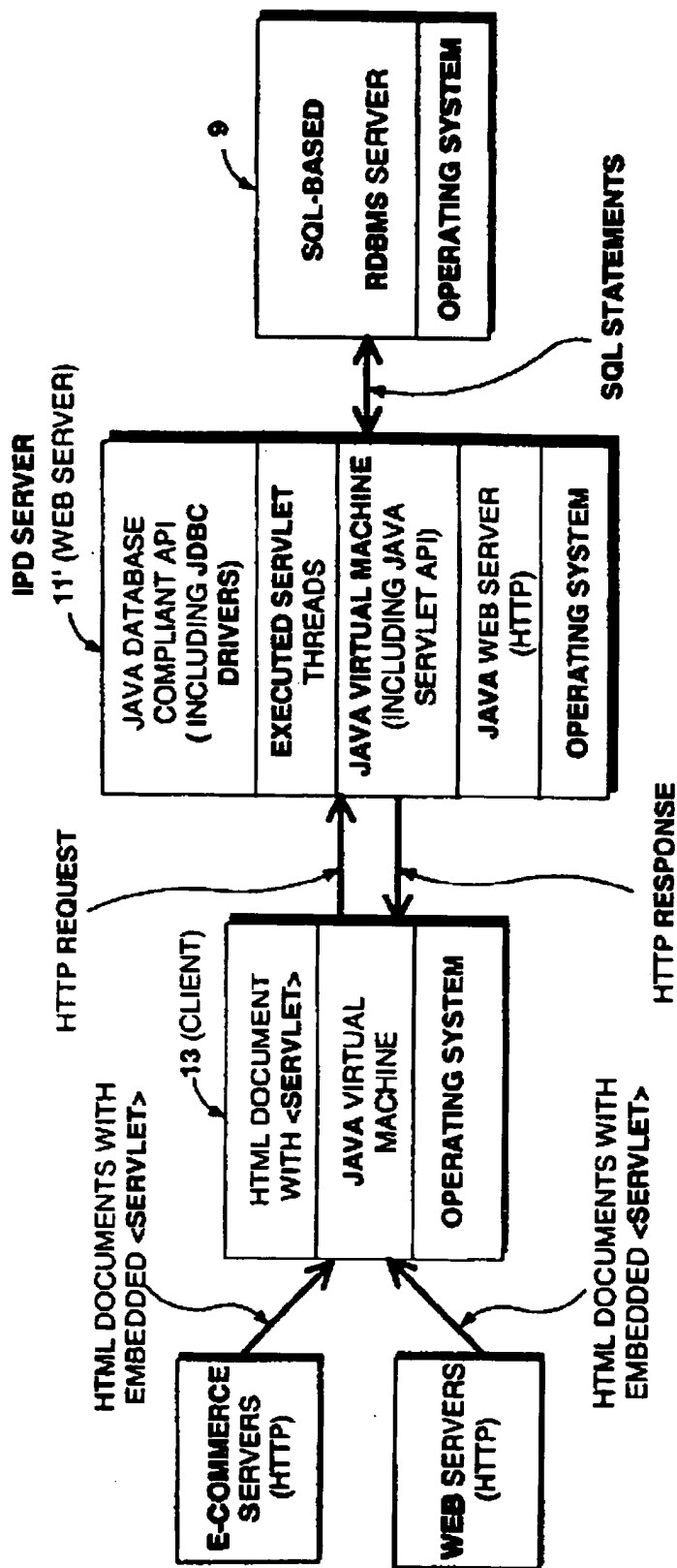


FIG. 2B1

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS
SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGI

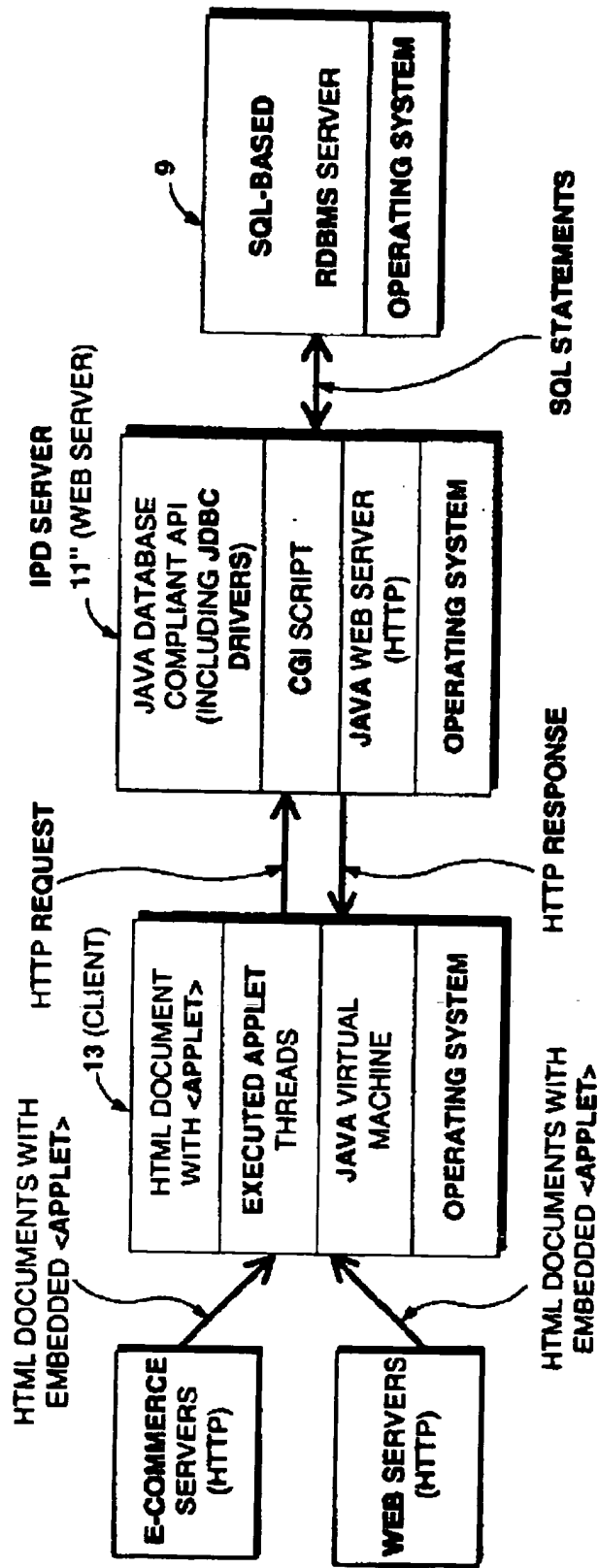


FIG. 2B2

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MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING
CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

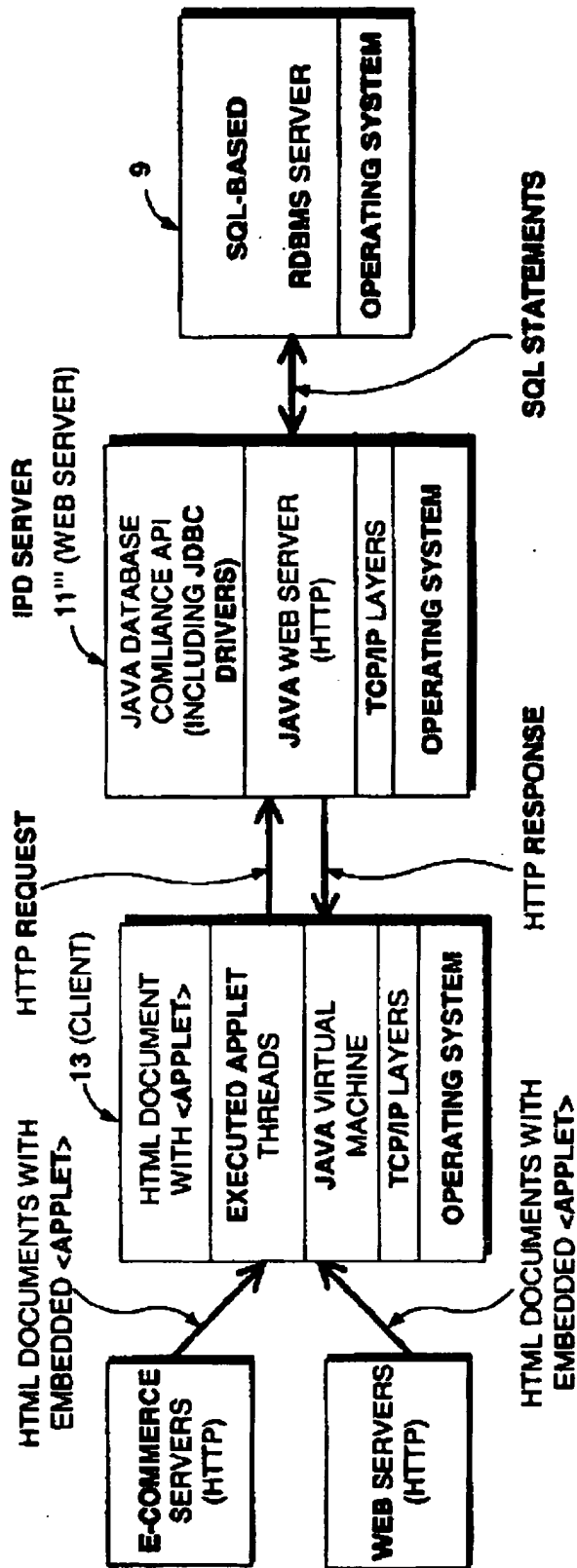


FIG. 2B3

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM ROBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

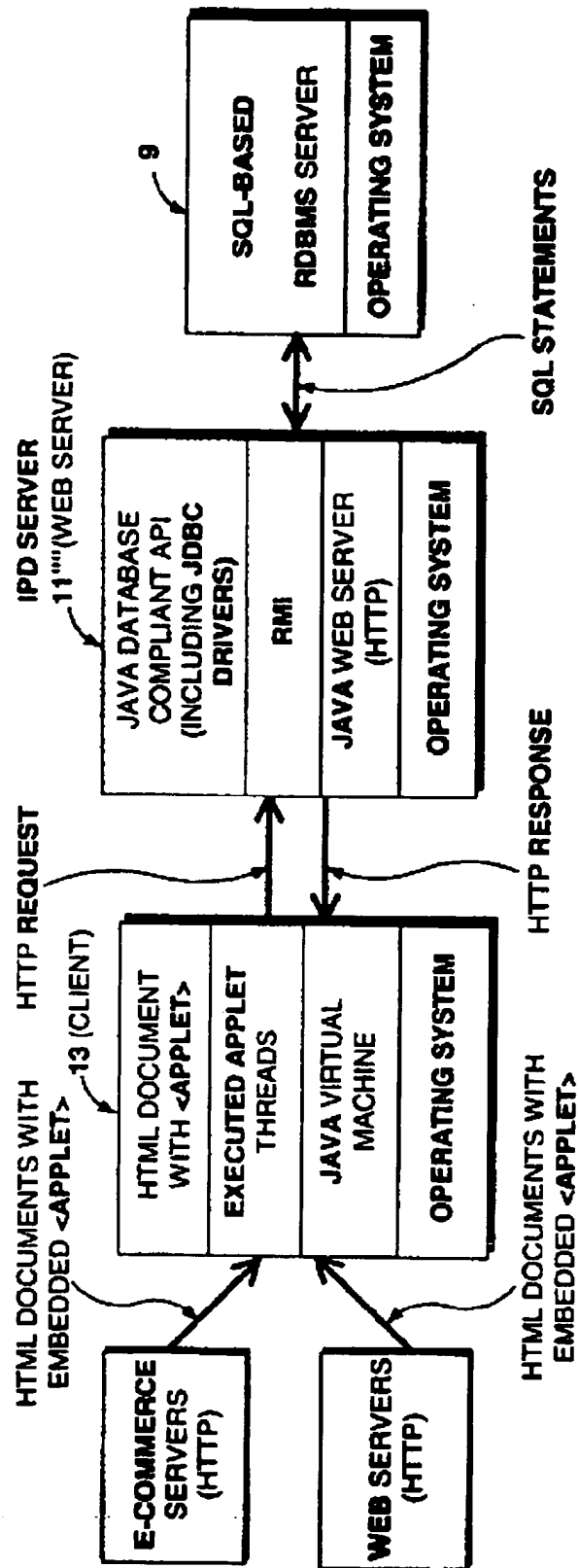


FIG. 2B4

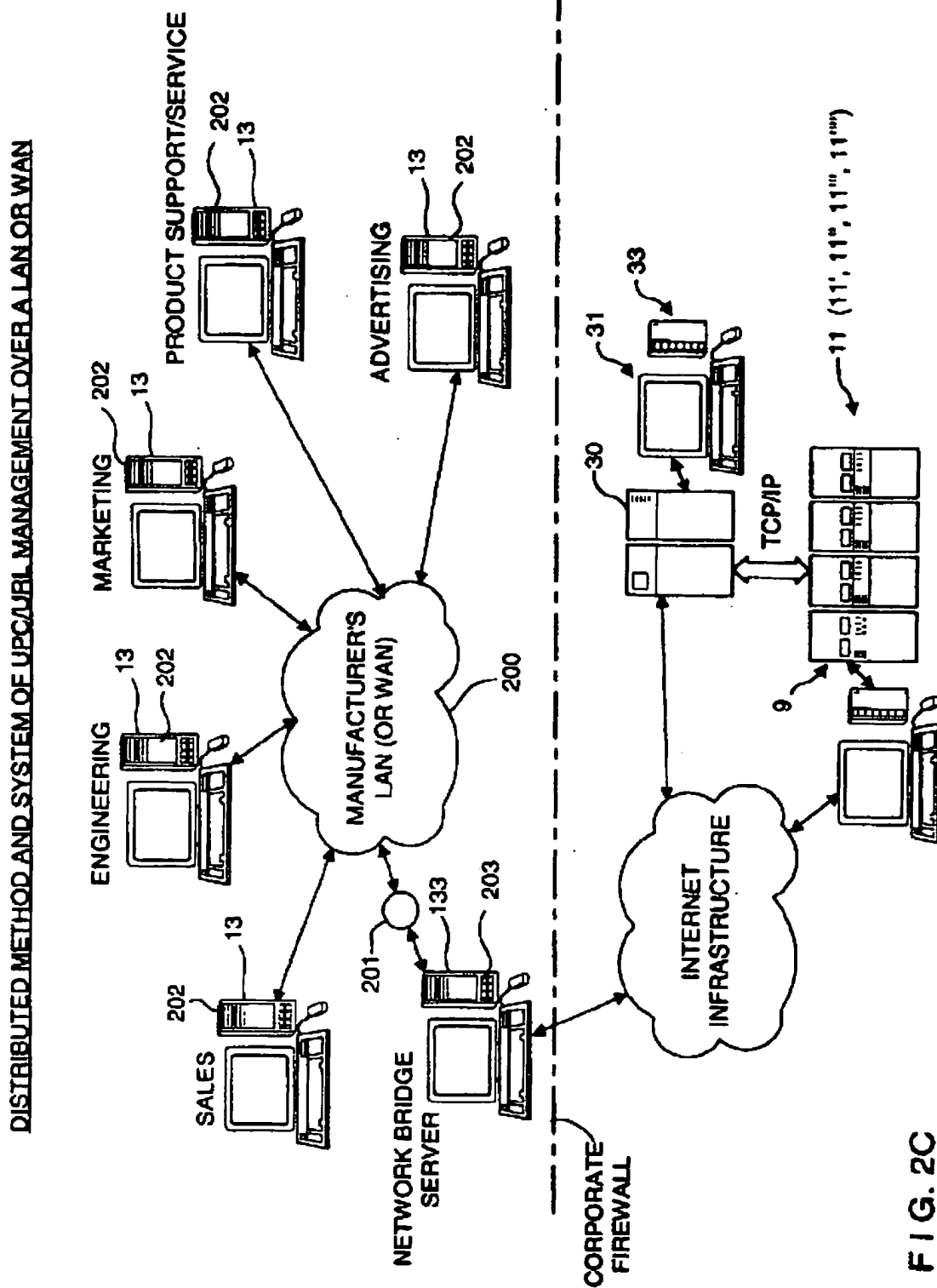


FIG. 2C

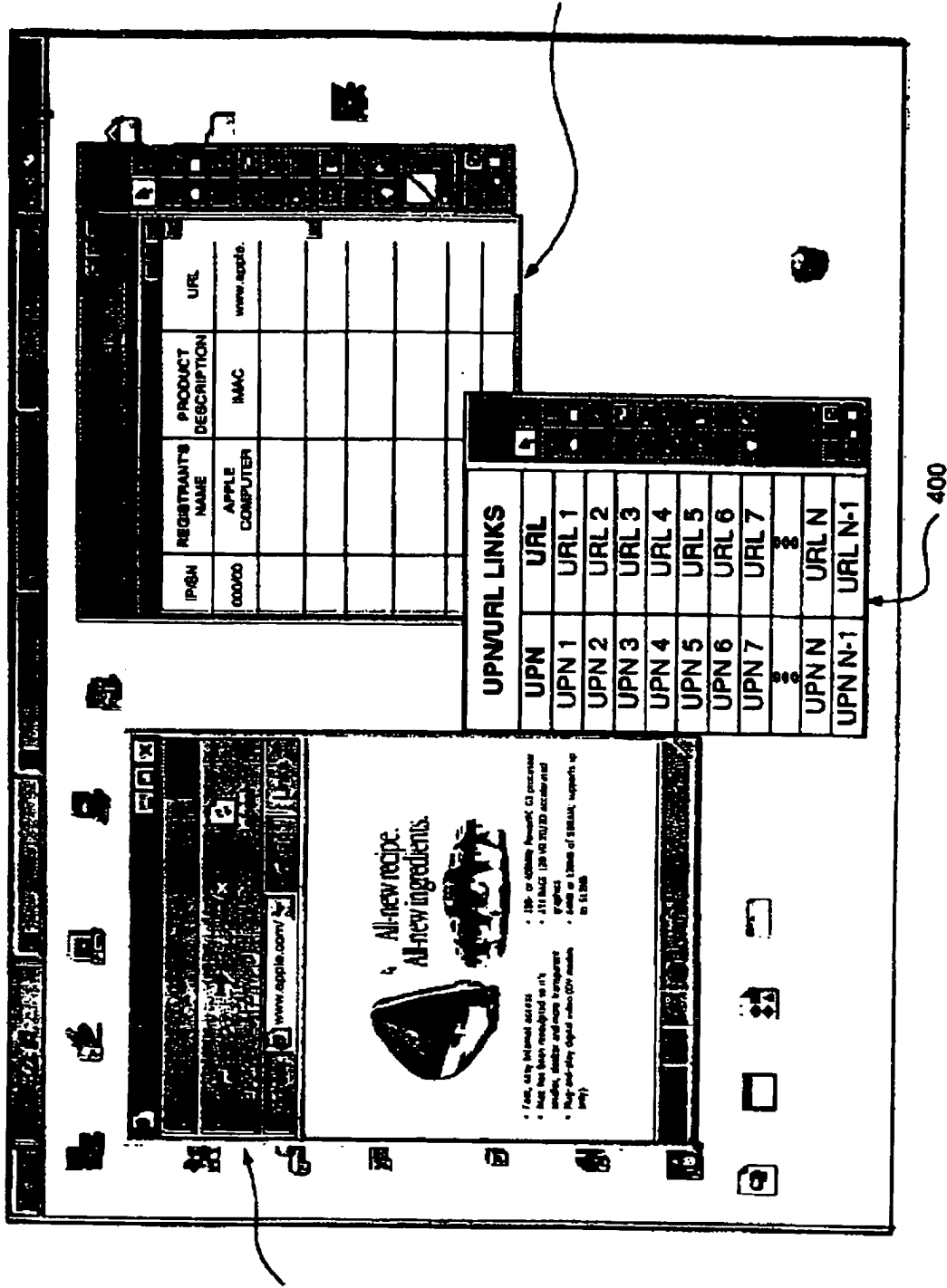


FIG. 2C1

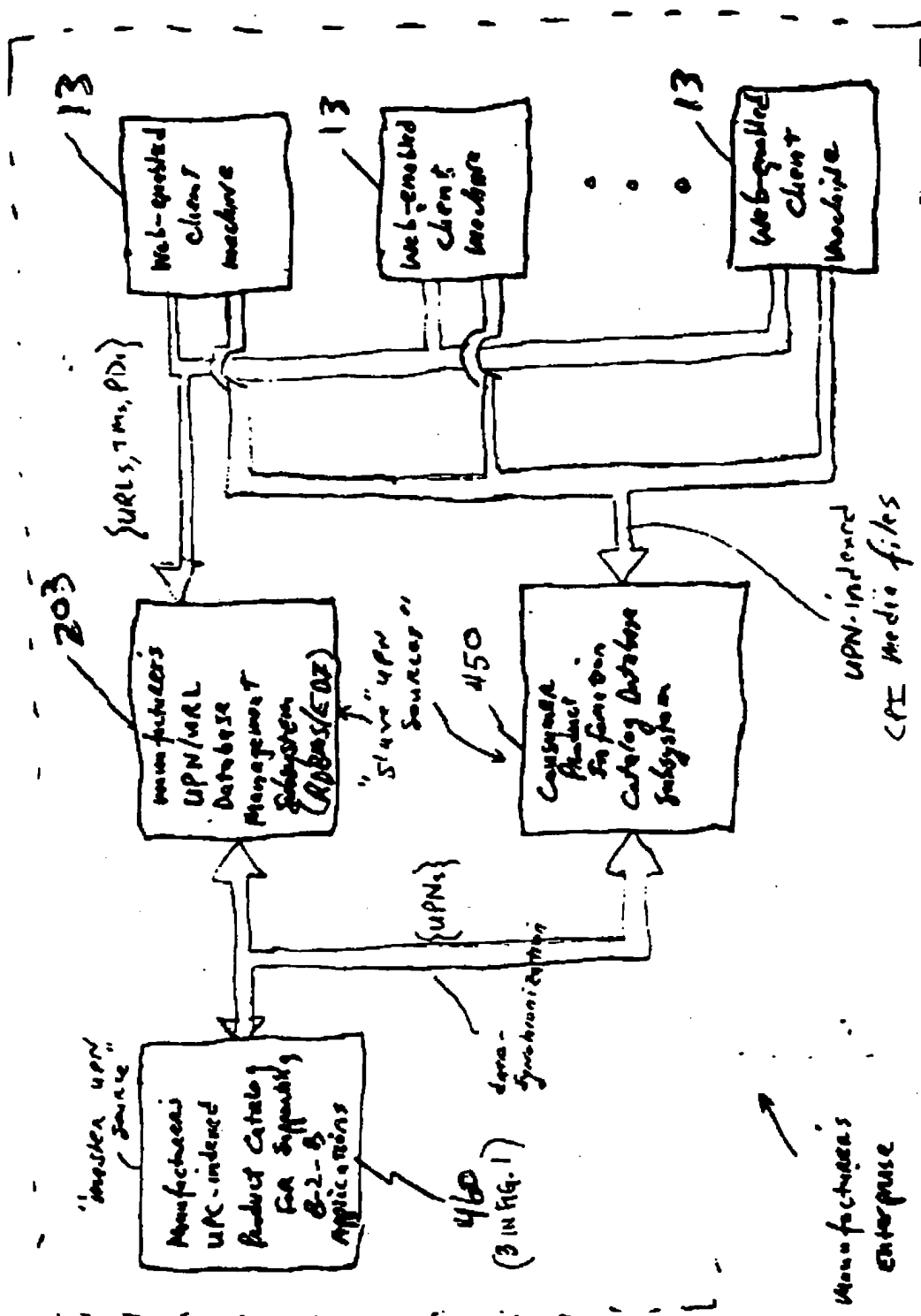


FIG. 2C2

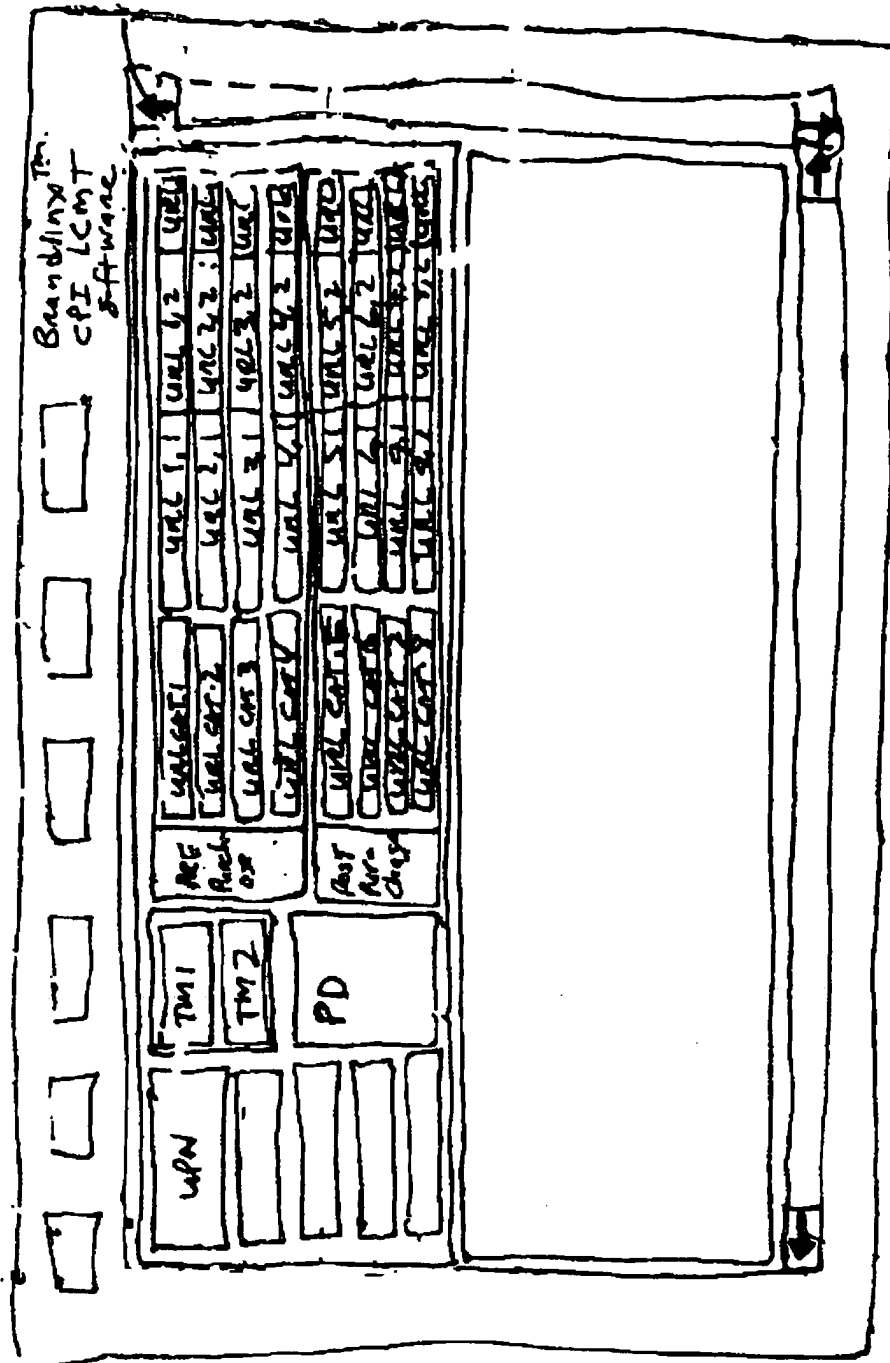


FIG. 2C3

DISTRIBUTED METHOD AND SYSTEM OF UP/URL MANAGEMENT OVER A LAN OR WAN

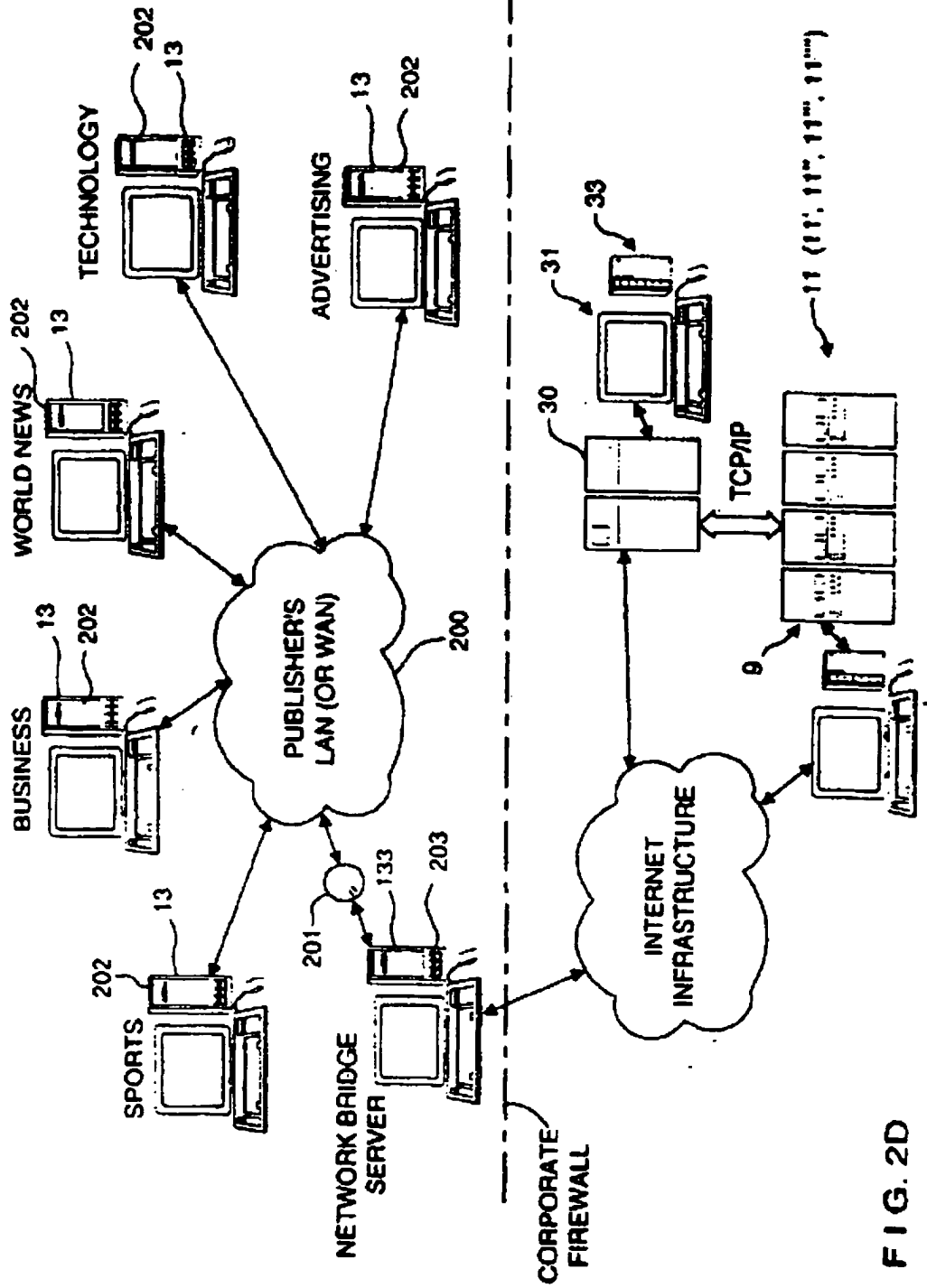


FIG. 2D

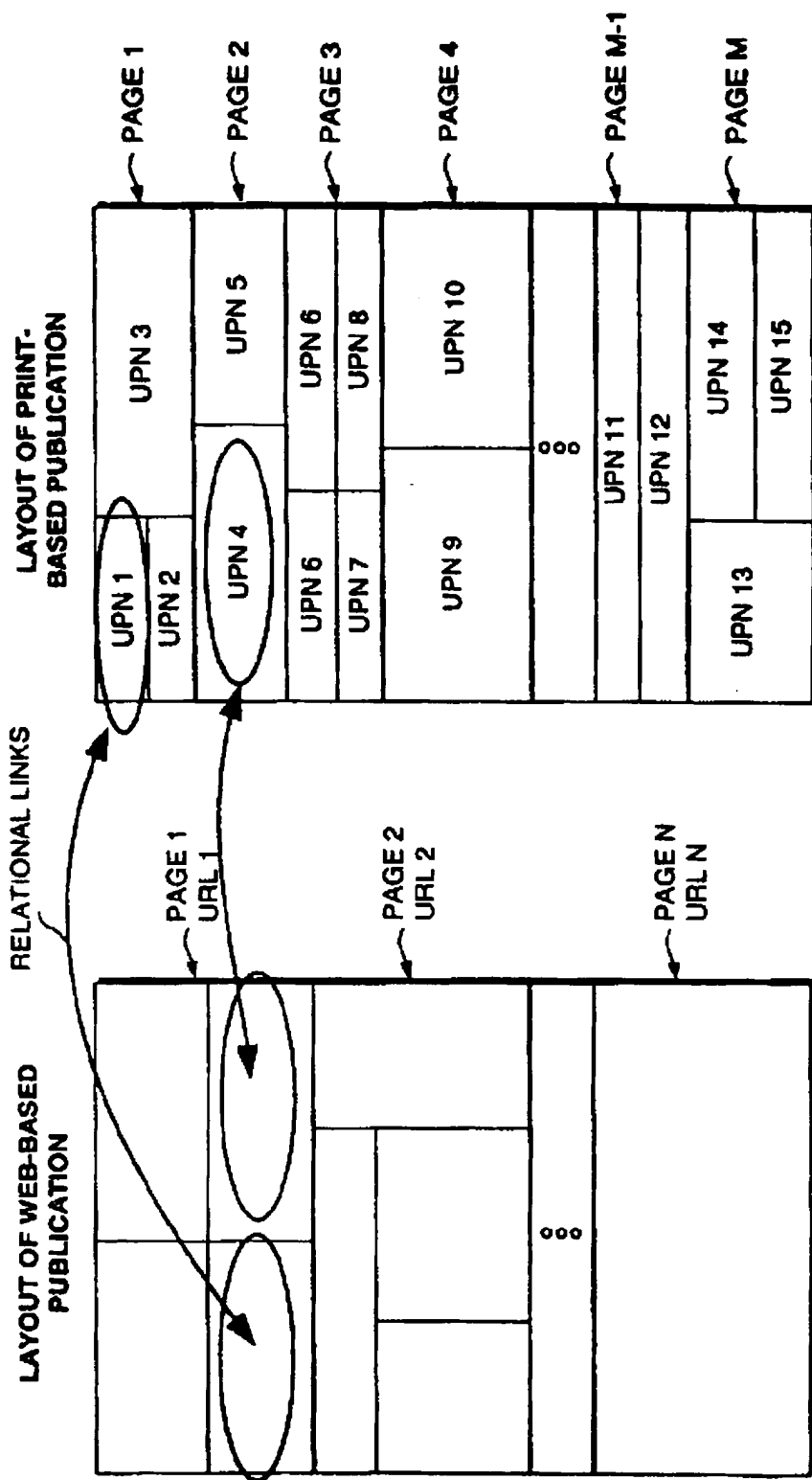


FIG. 2E1

FIG. 2E2

UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
⋮	⋮
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

COMPOSITION/EDITORIAL MODE

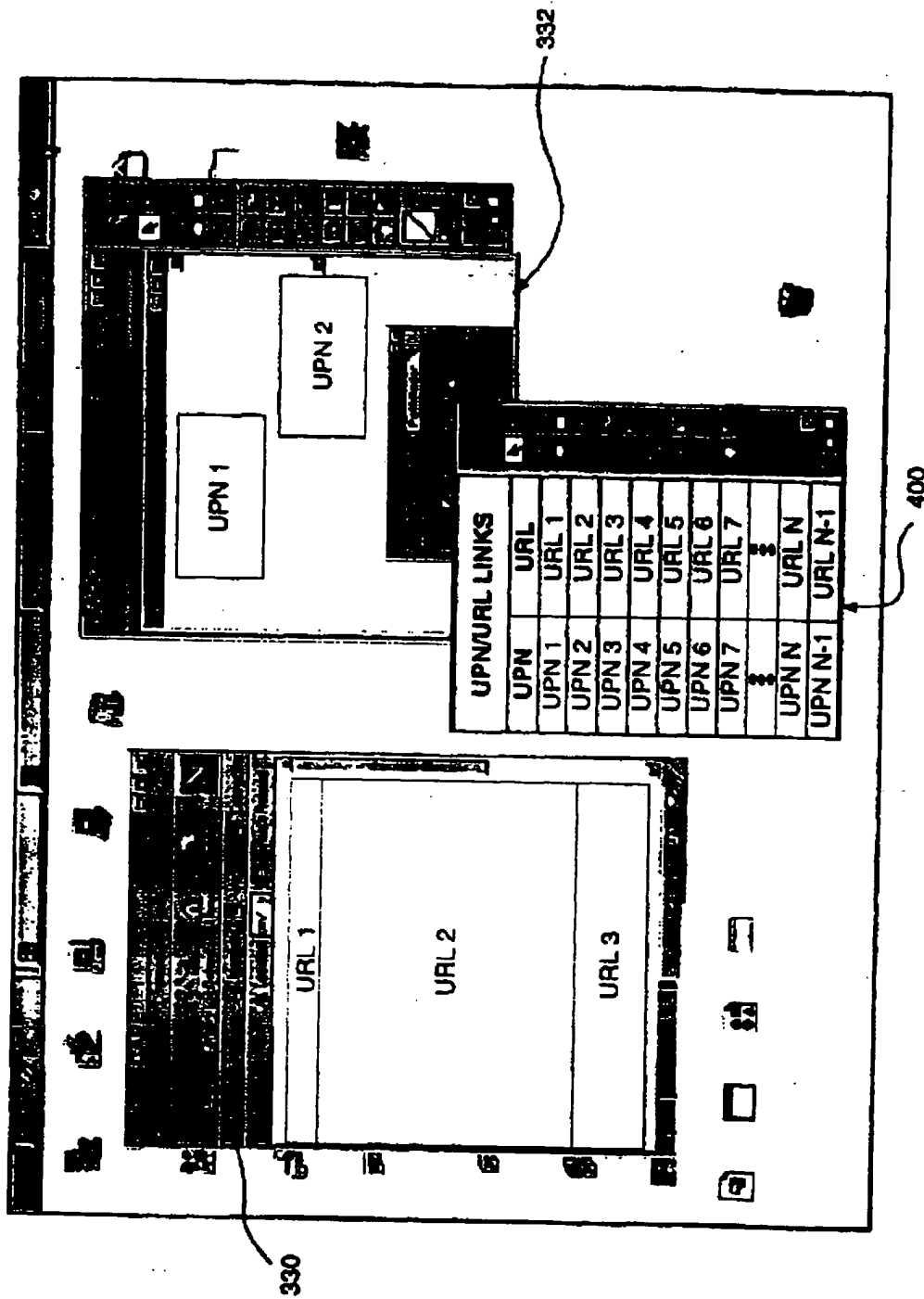


FIG. 2E4

UPN/URL DATA LINKING MODE

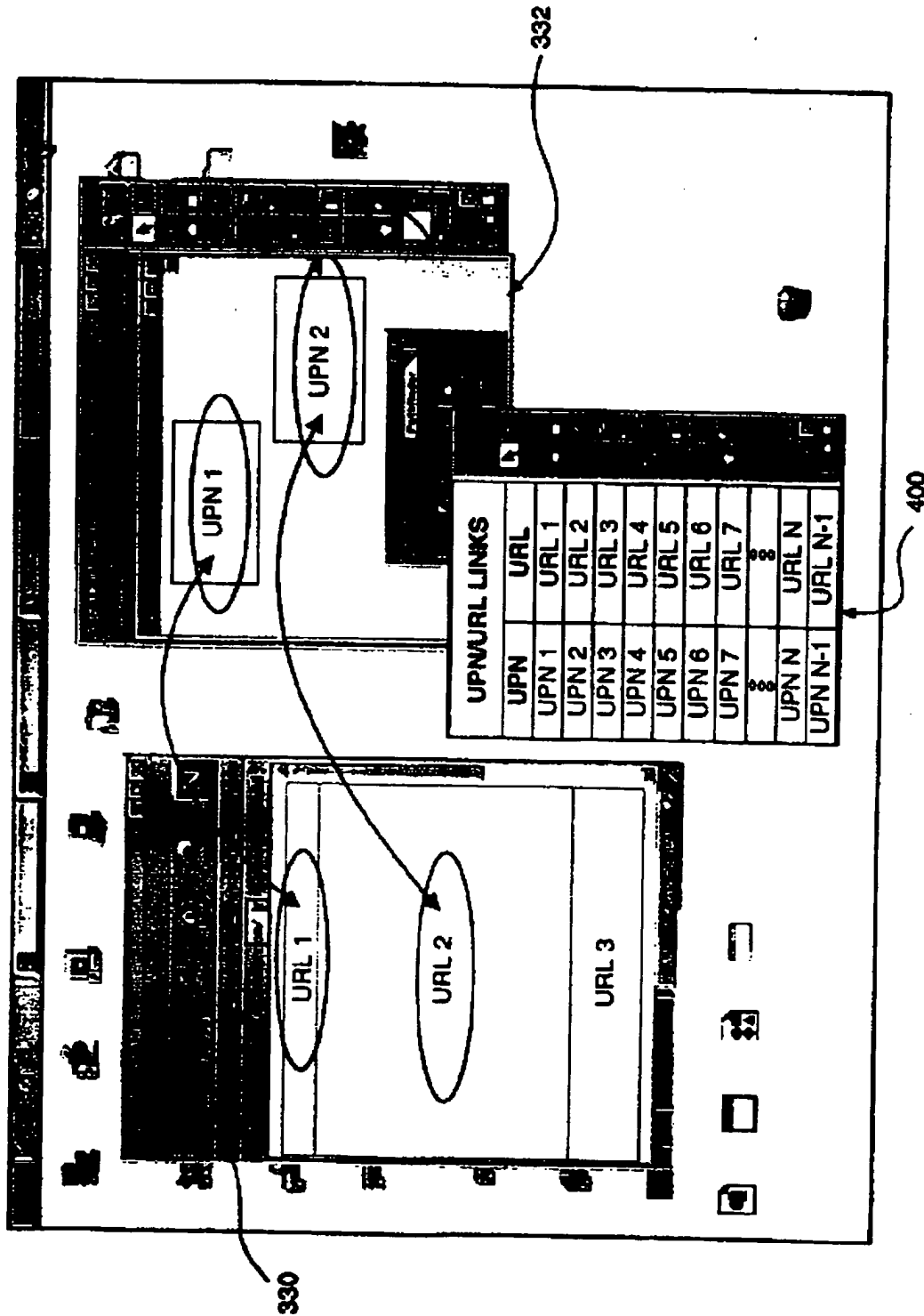


FIG. 2E5

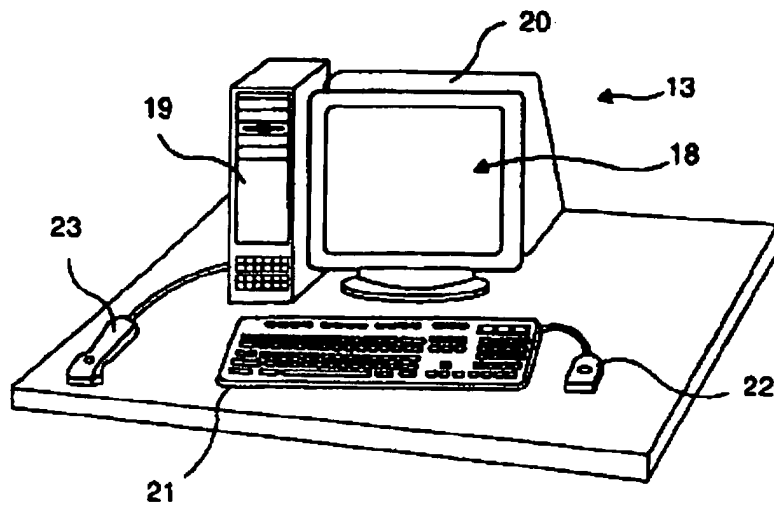


FIG. 3A1

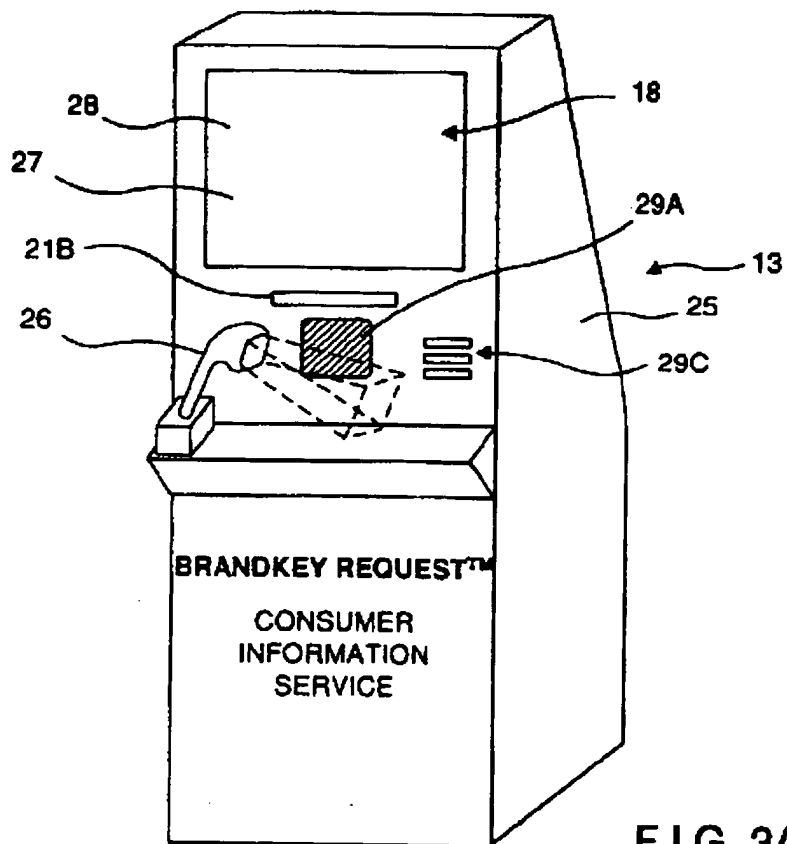


FIG. 3A2

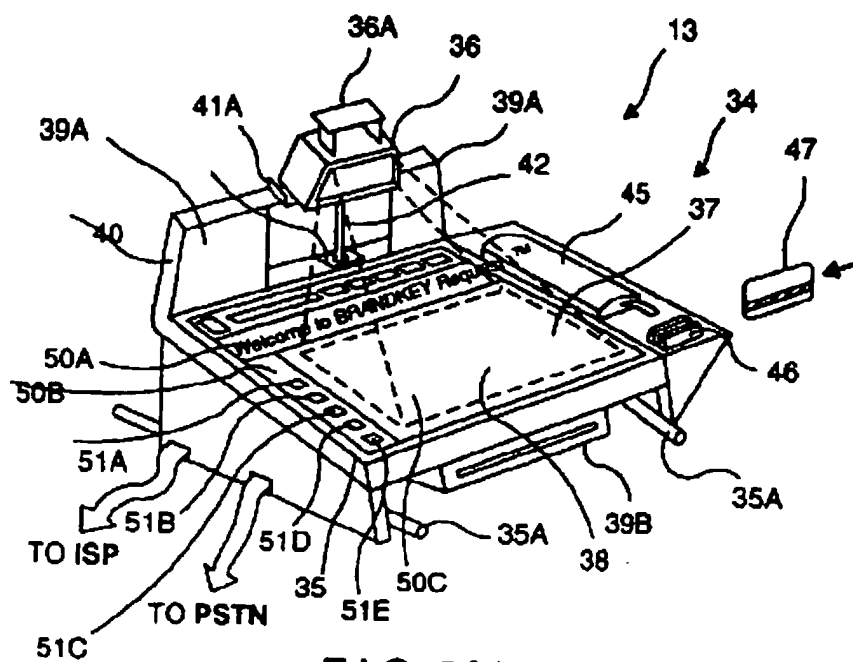


FIG. 3A3

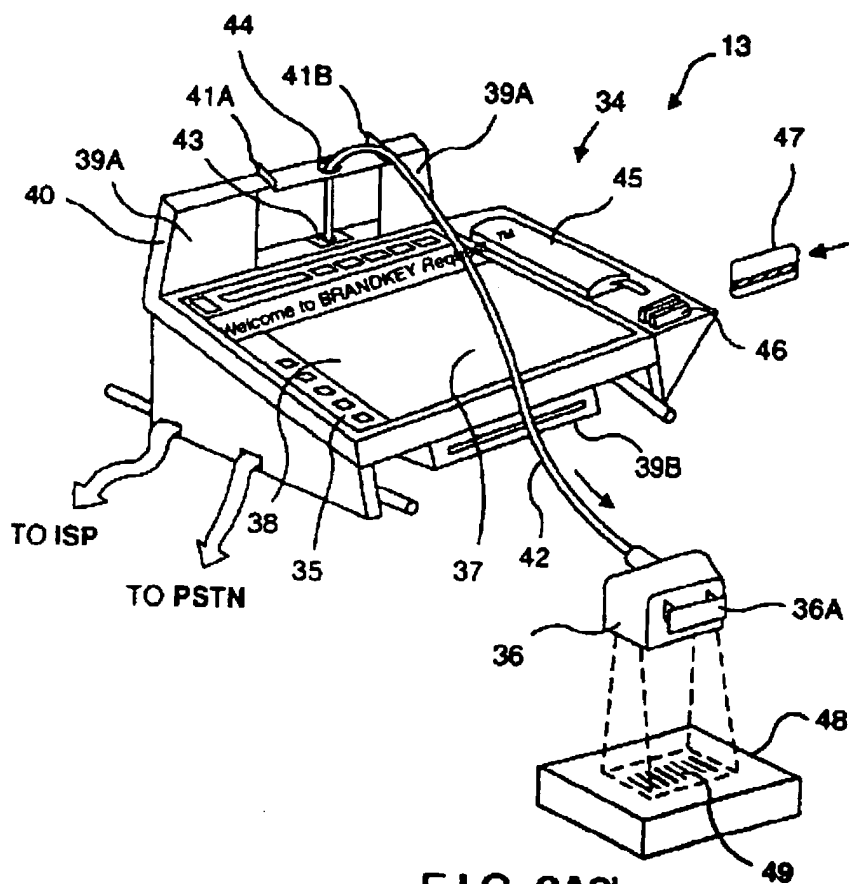


FIG. 3A3'

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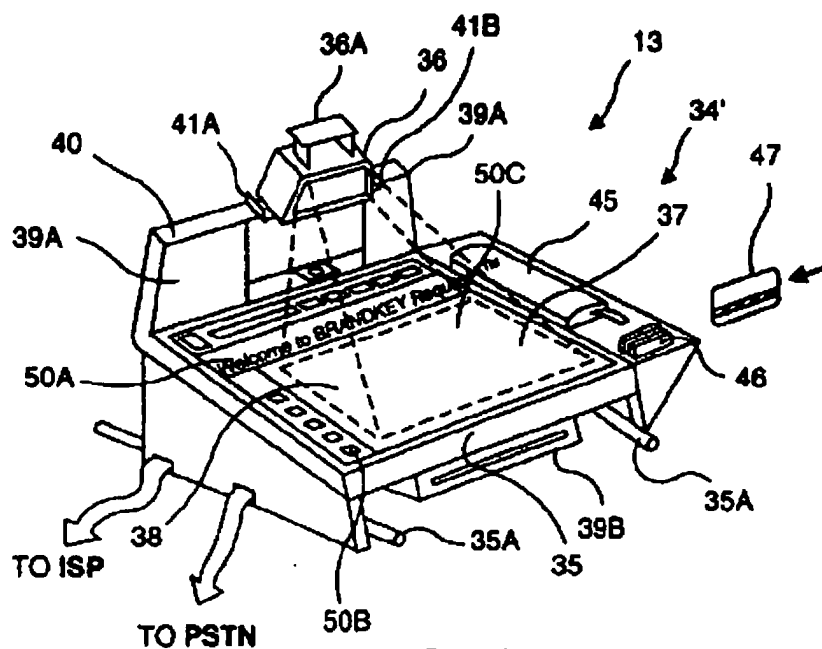


FIG. 3A

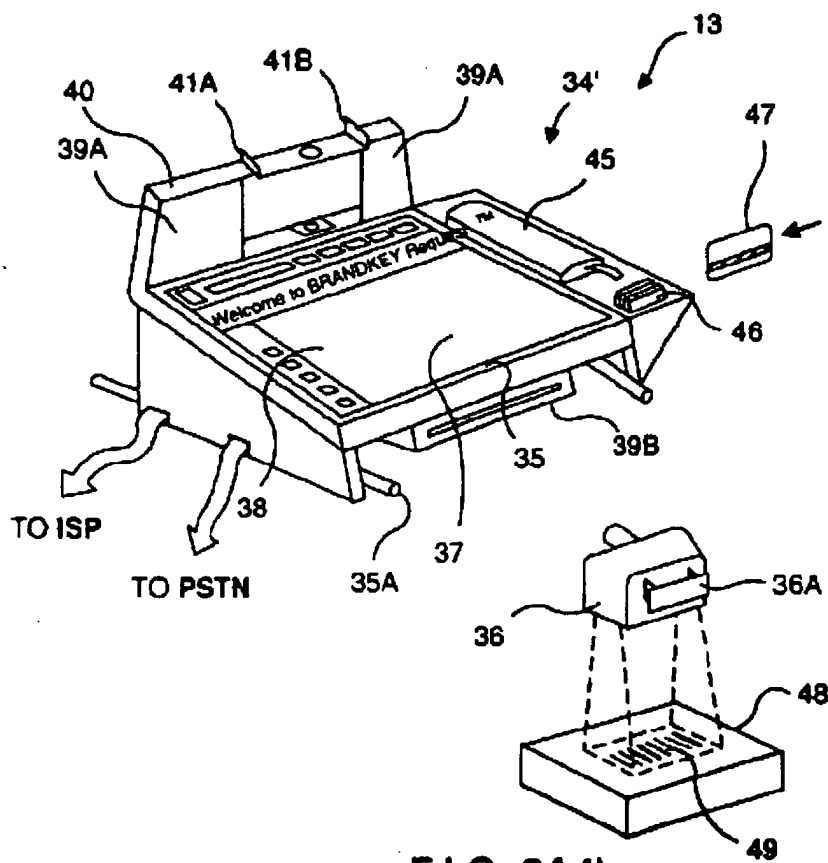


FIG. 3A'

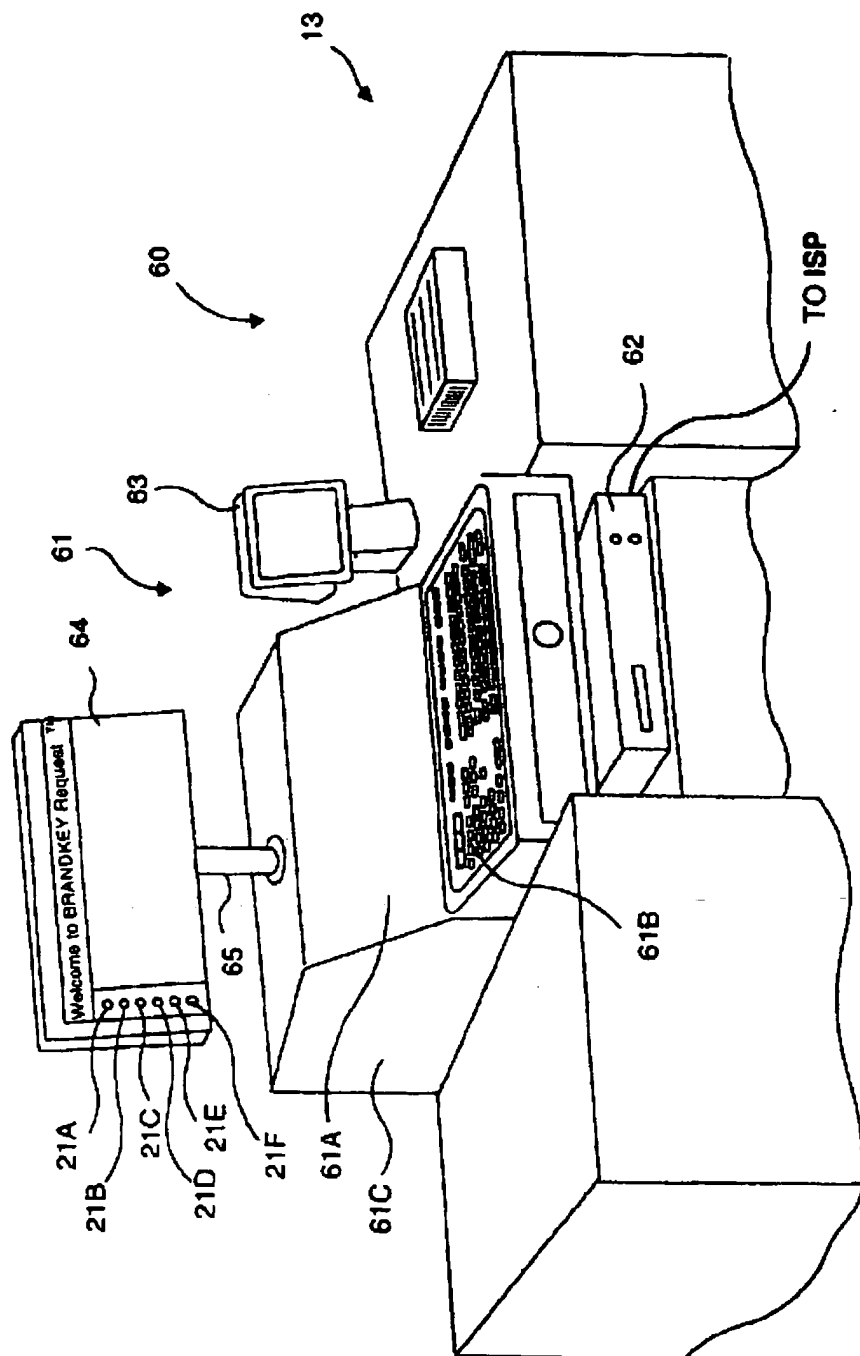


FIG. 3A5

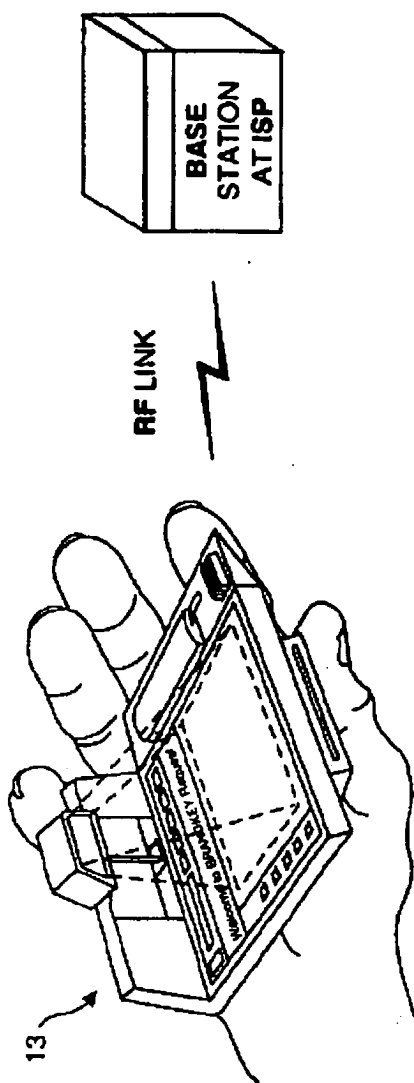


FIG. 3A6

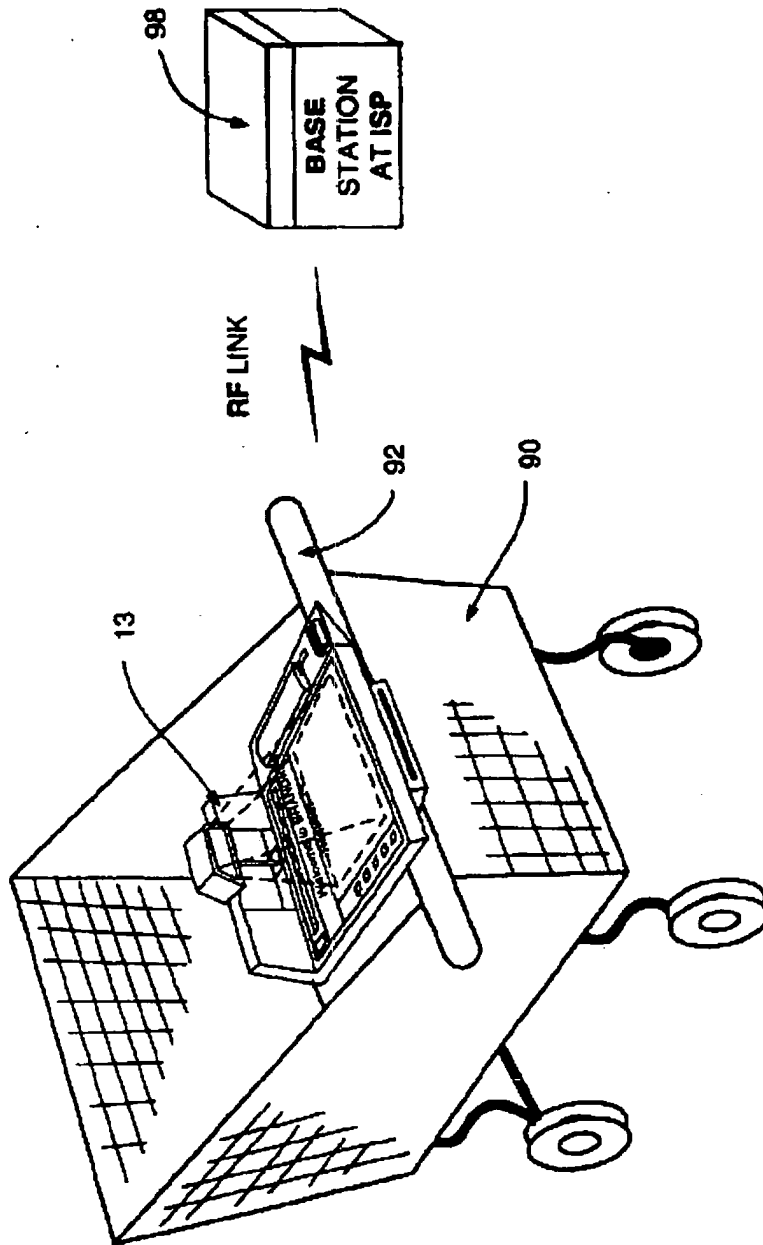


FIG. 3A7

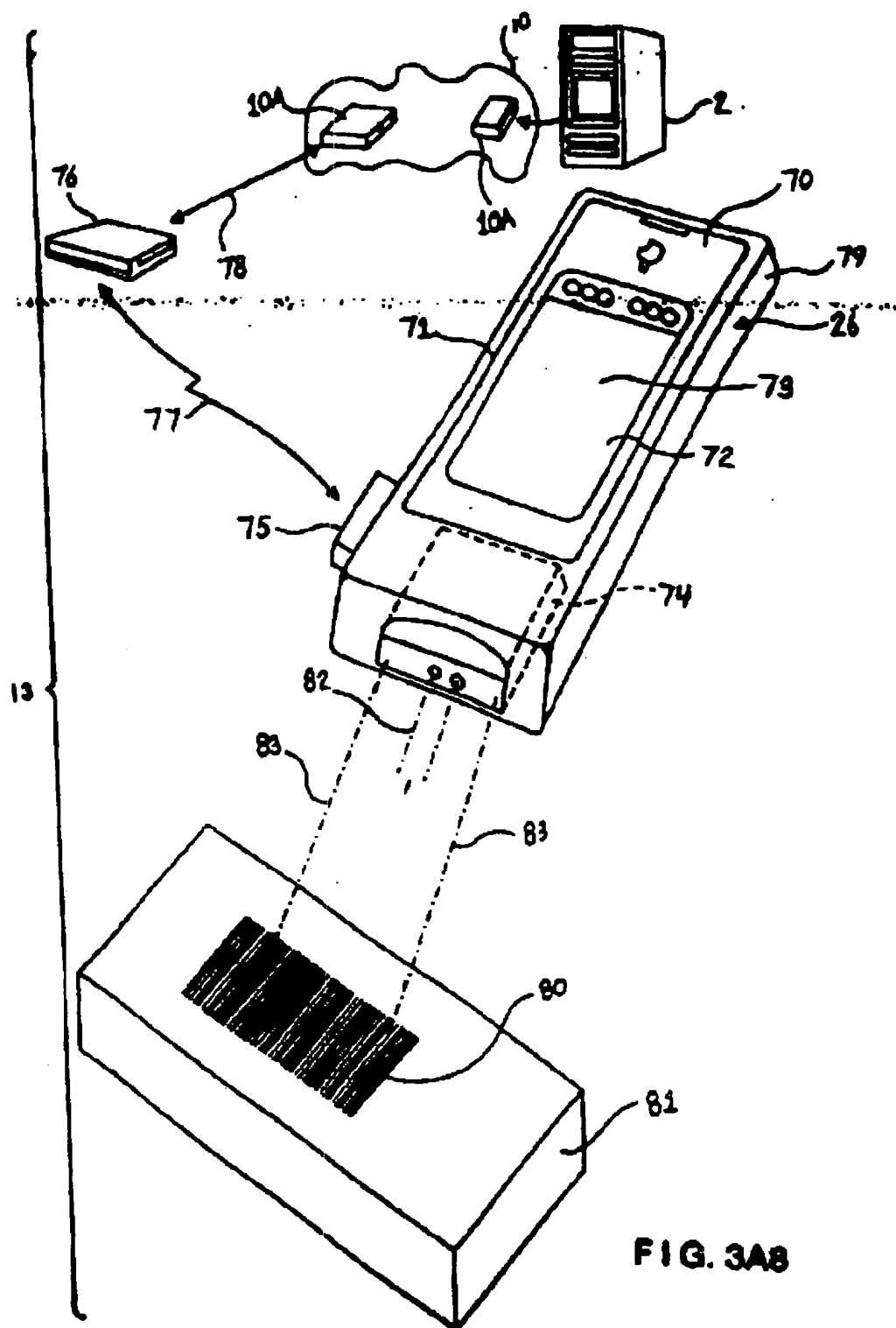


FIG. 3A8

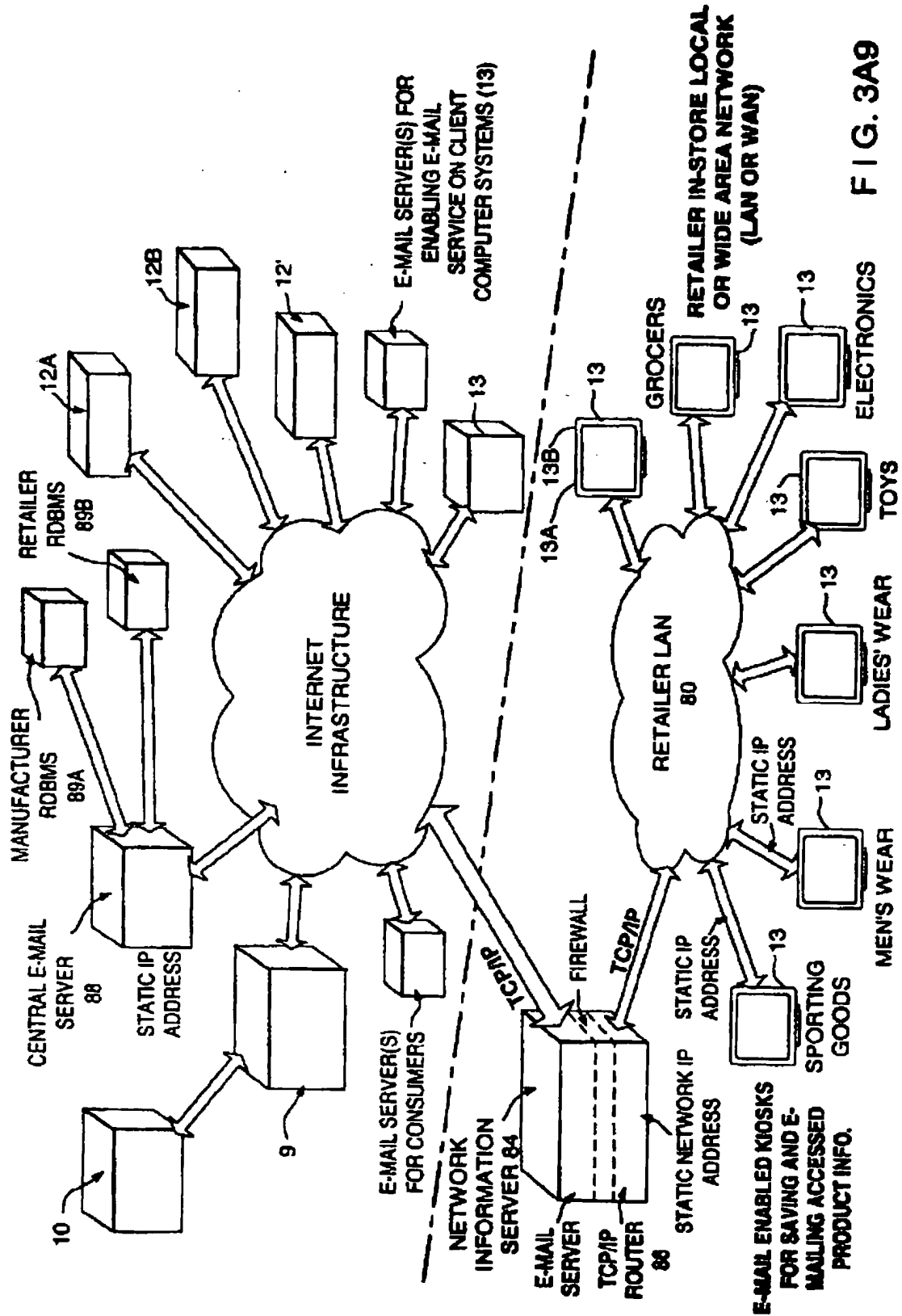


FIG. 3A9

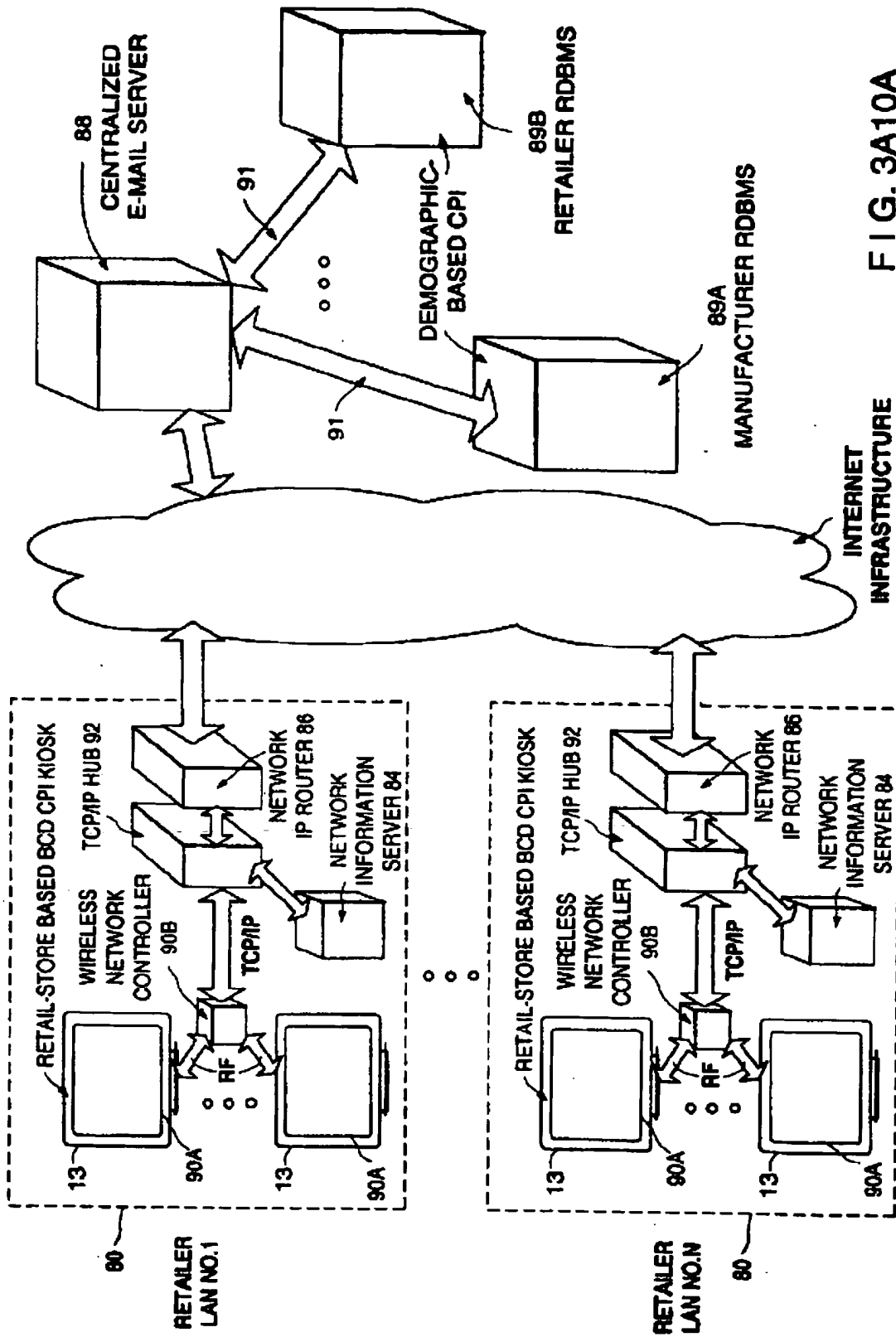


FIG. 3A10A

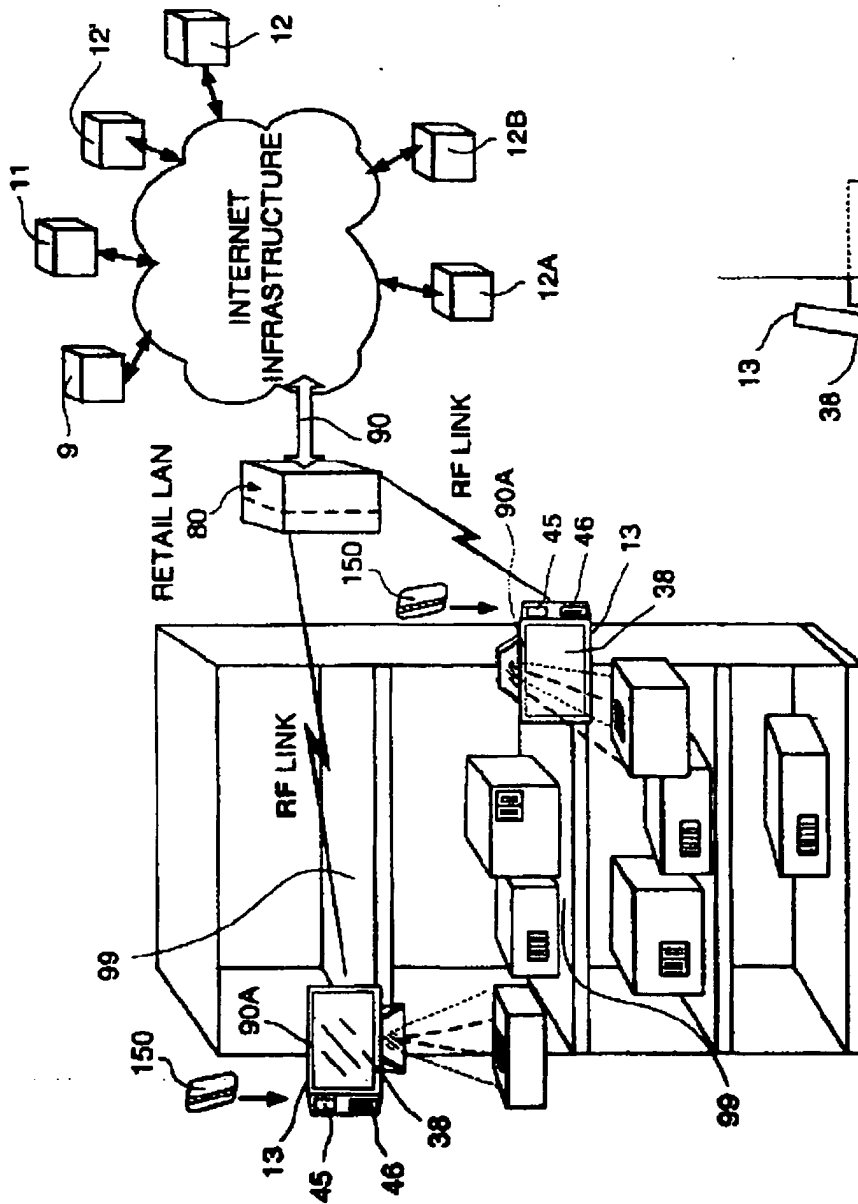


FIG. 3A10B

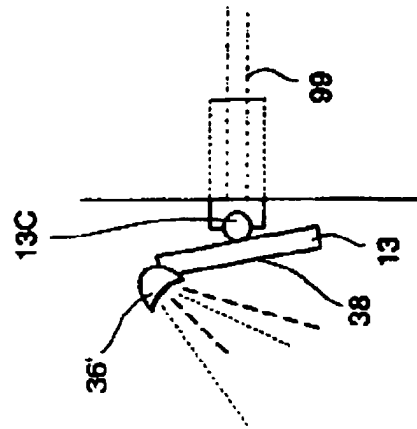


FIG. 3A10D

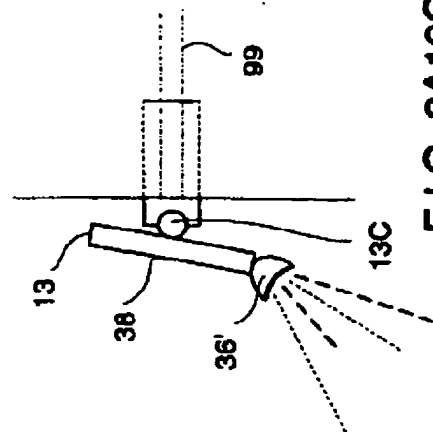


FIG. 3A10C

[illegible]

FIG. 3A11

[illegible]

FIG. 3A12

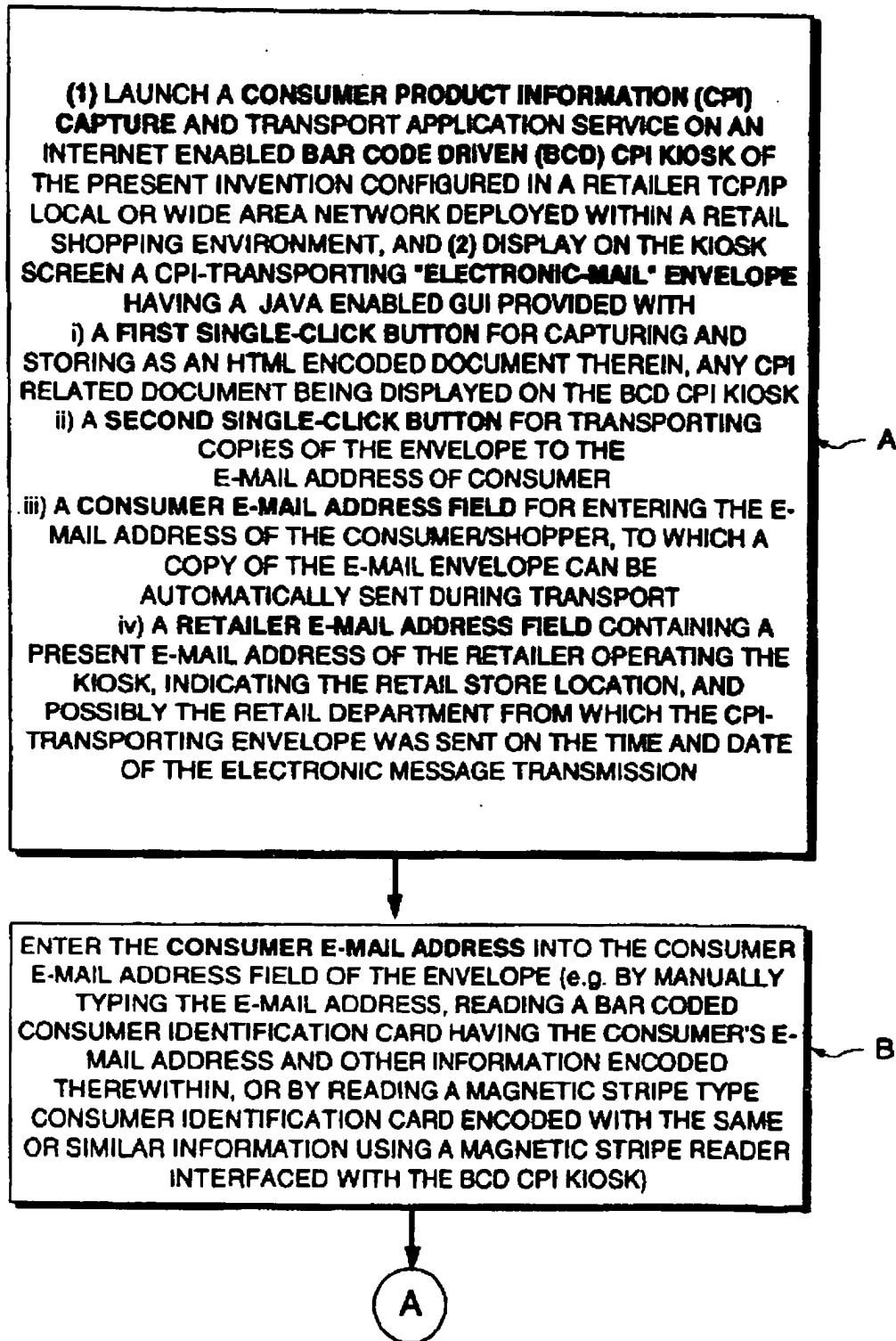


FIG. 3A13A

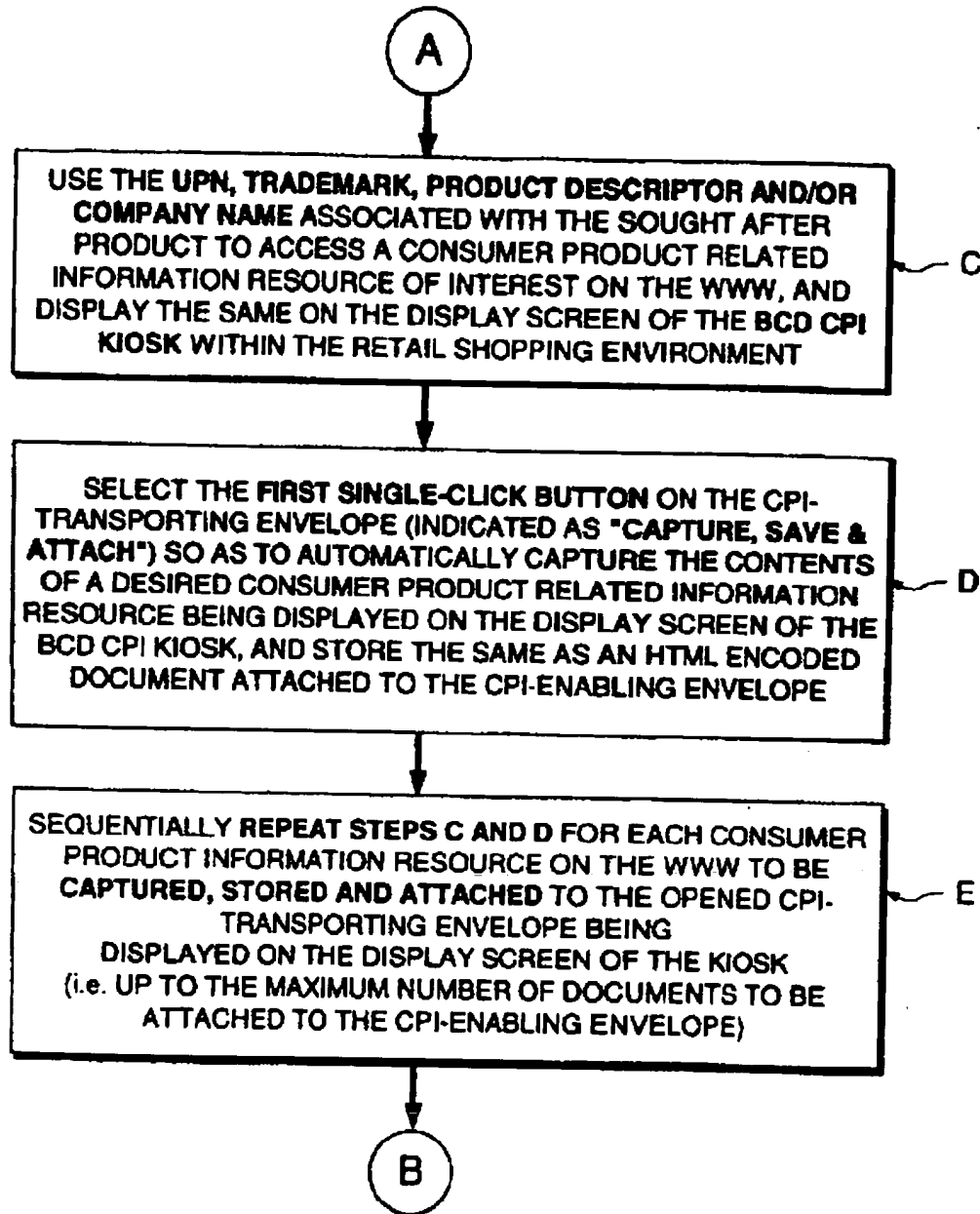


FIG. 3A13B

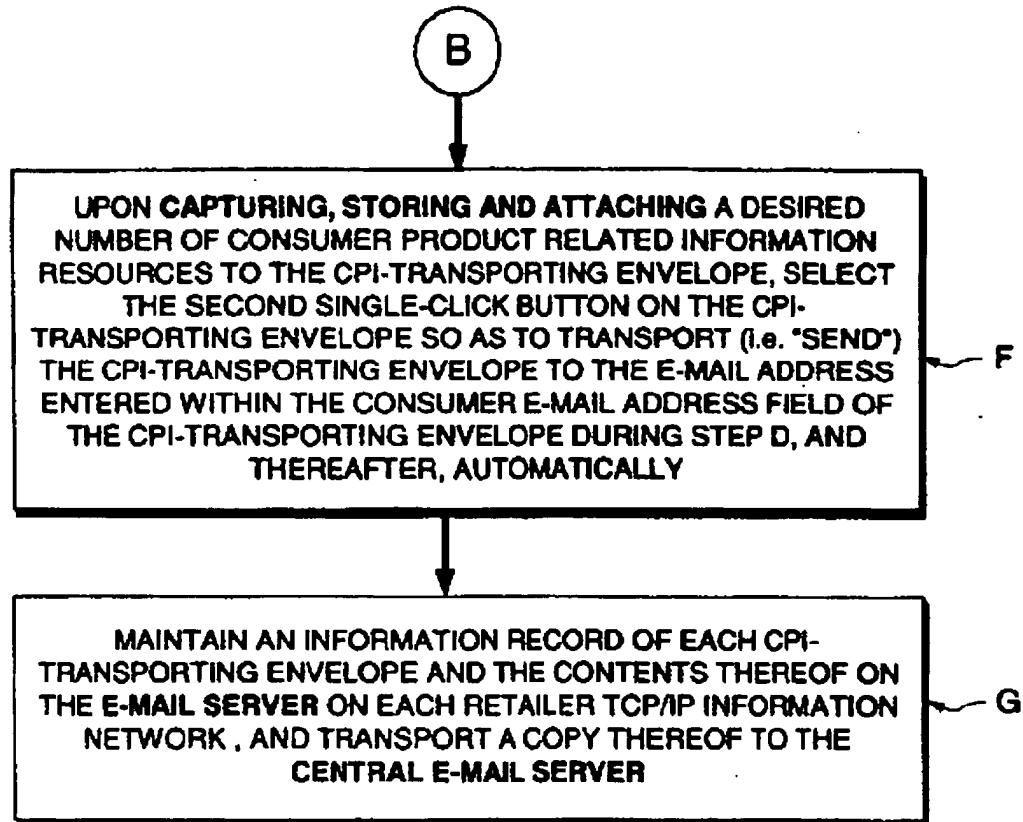


FIG. 3A13C

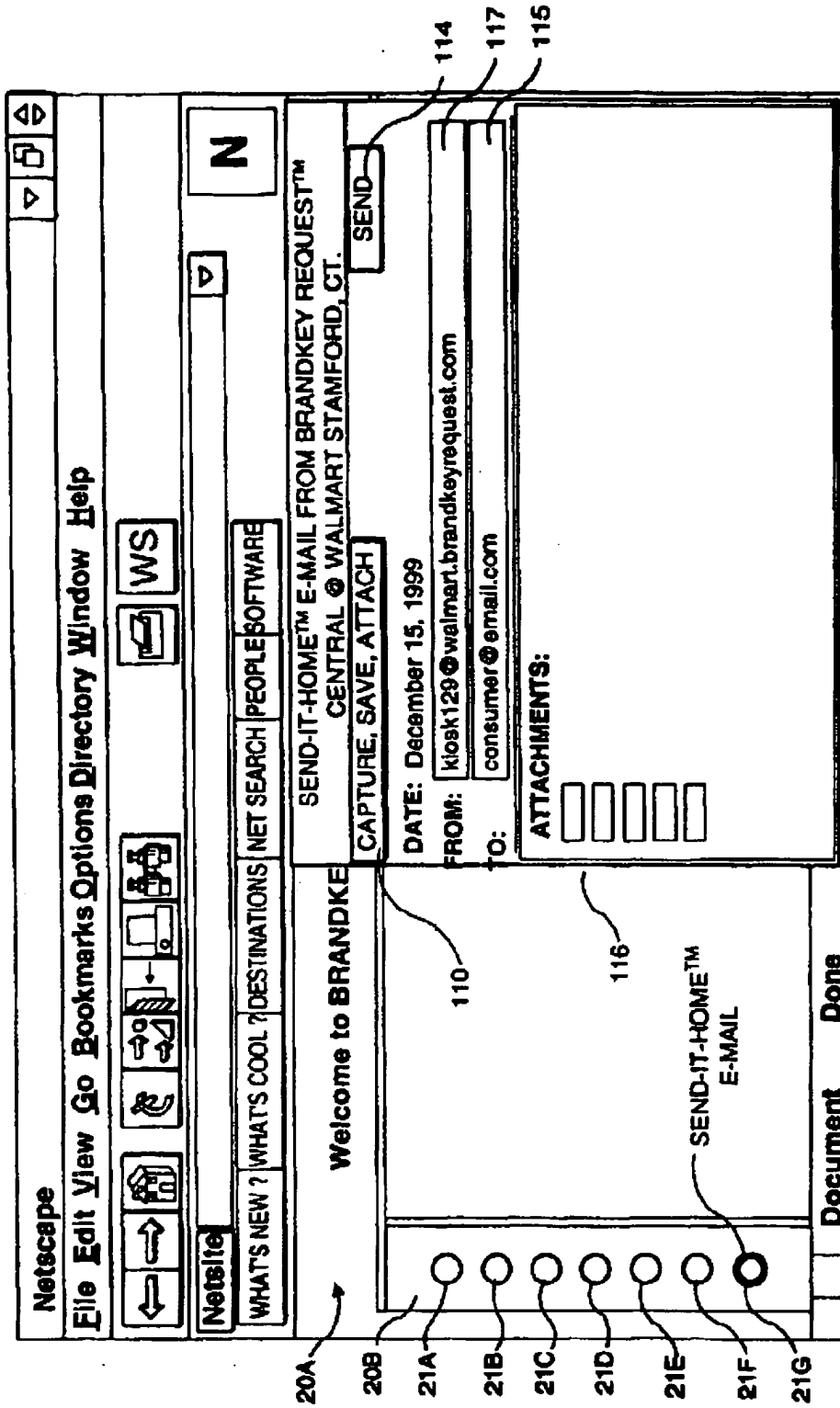


FIG. 3A14

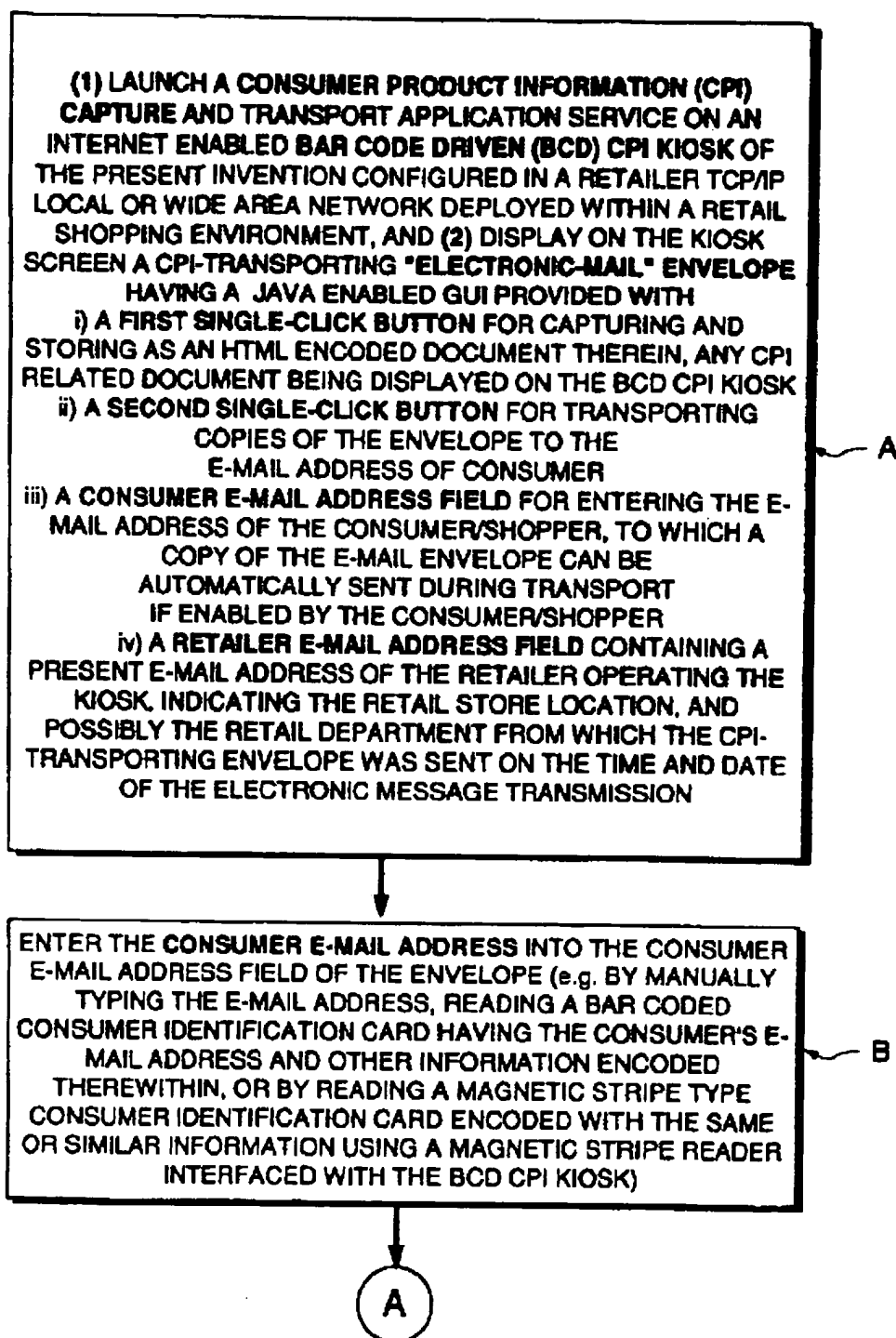


FIG. 3A15A

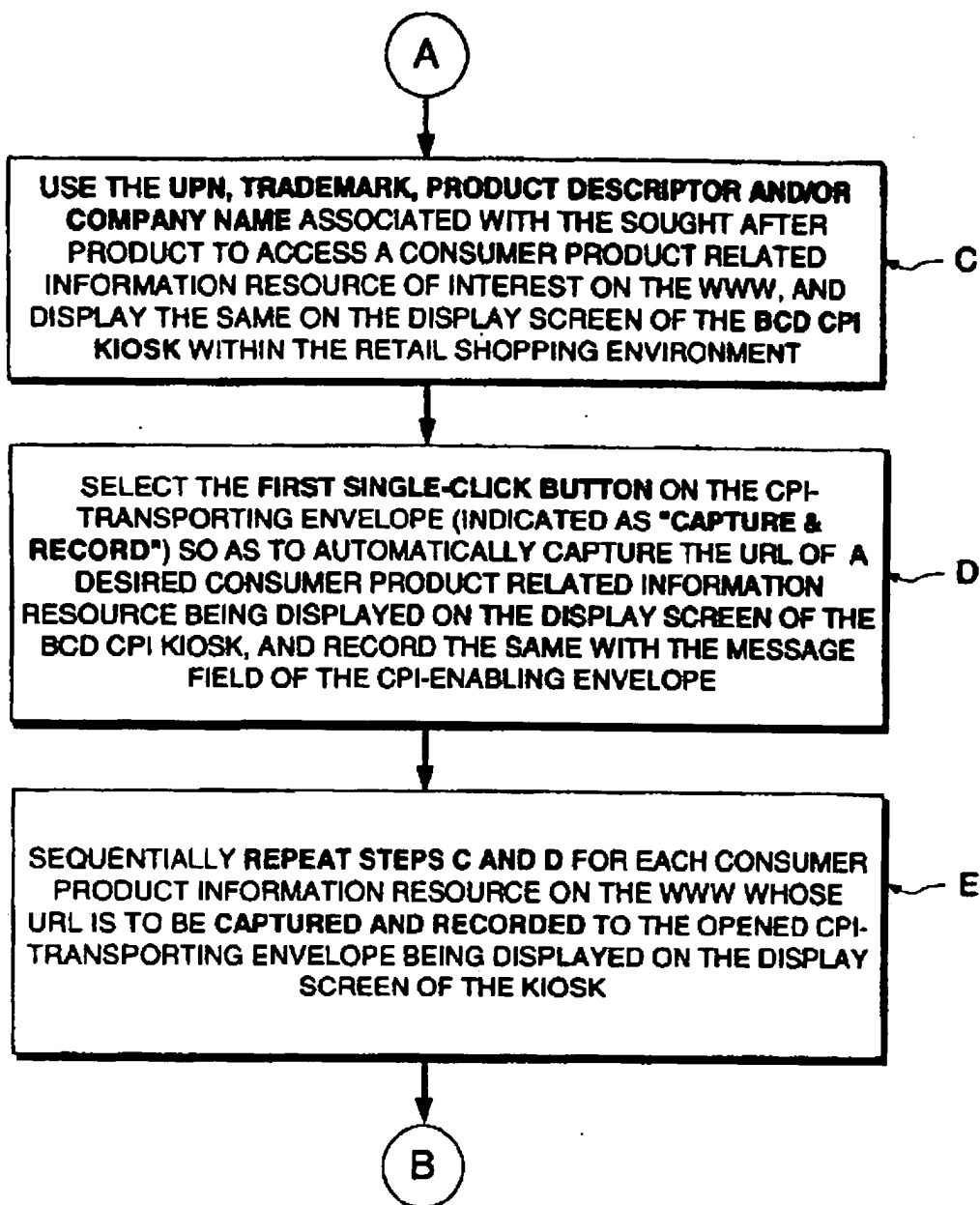


FIG. 3A15B

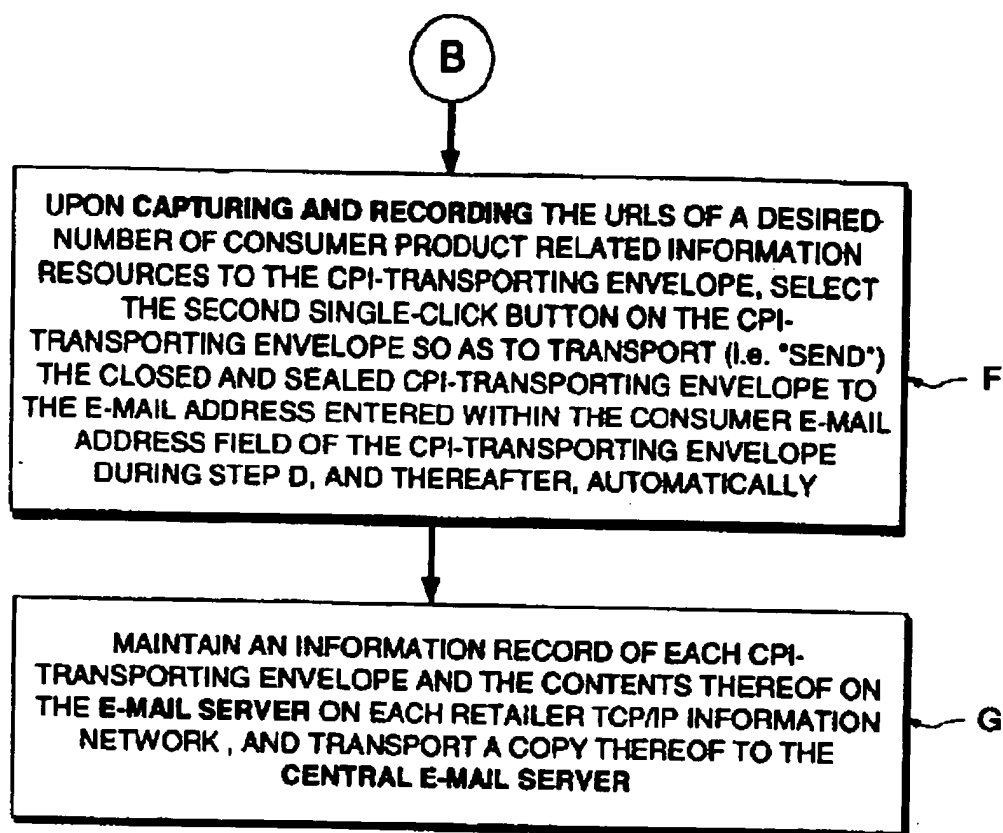


FIG. 3A15C

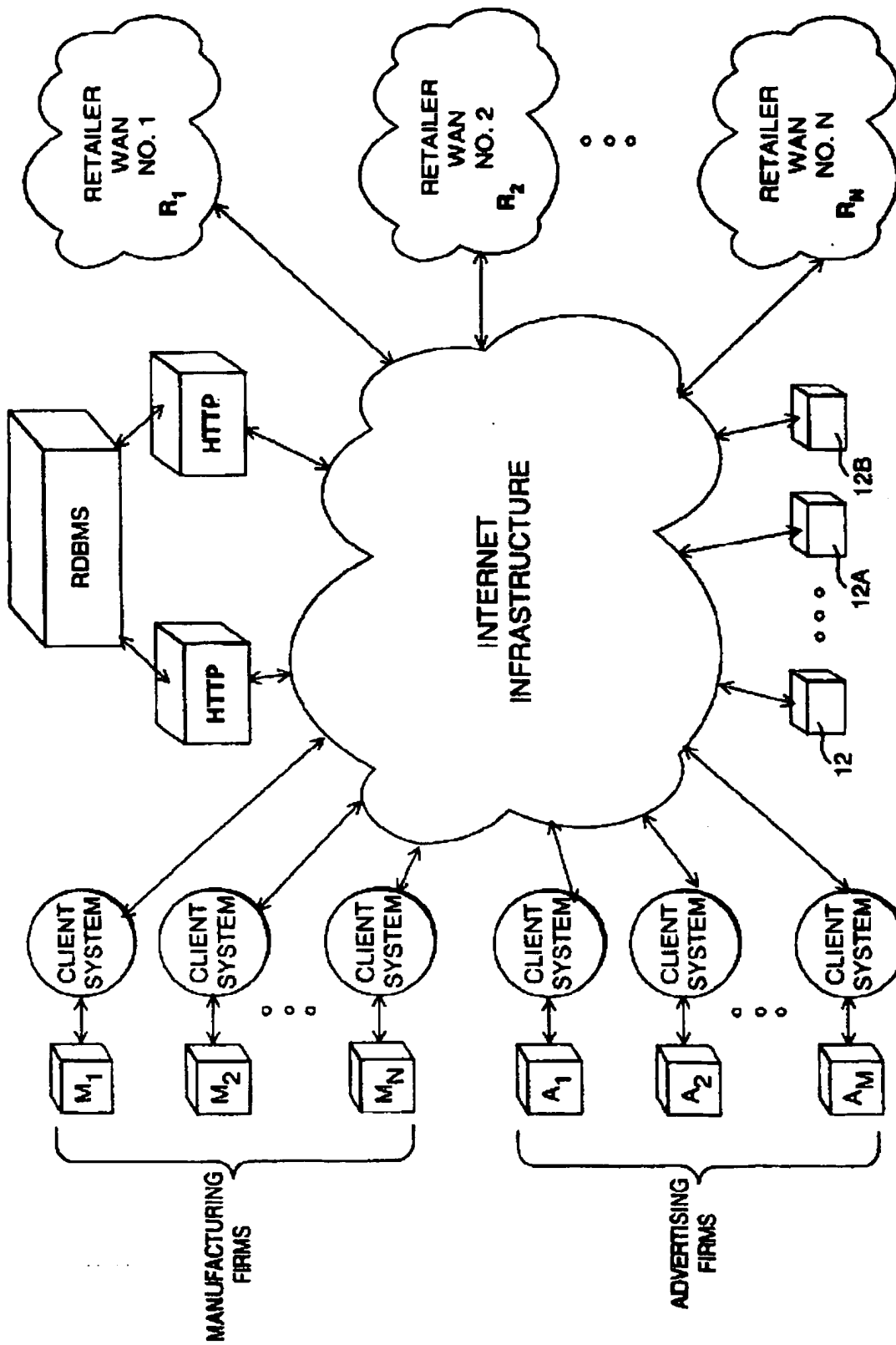


FIG. 3A17

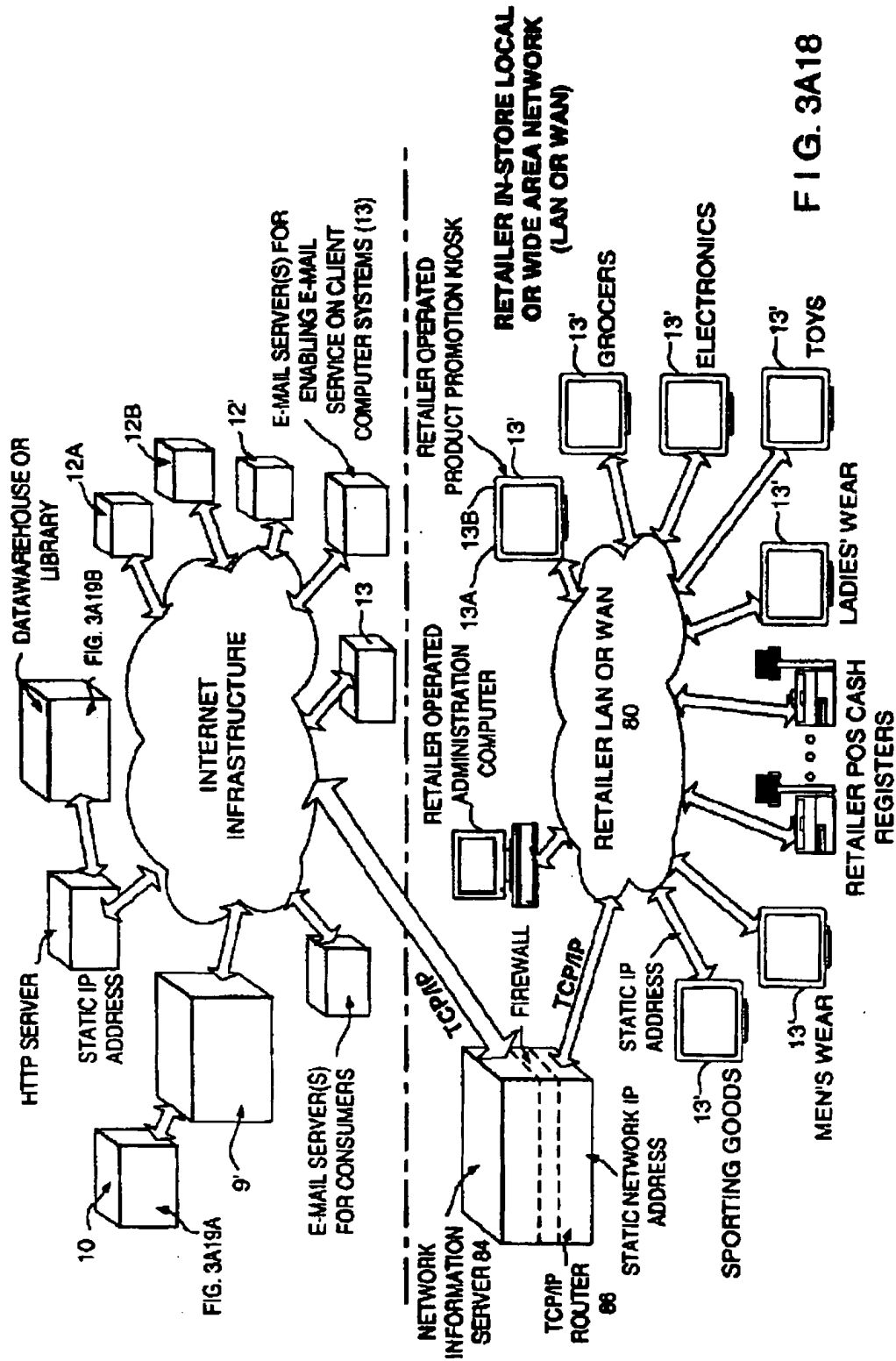
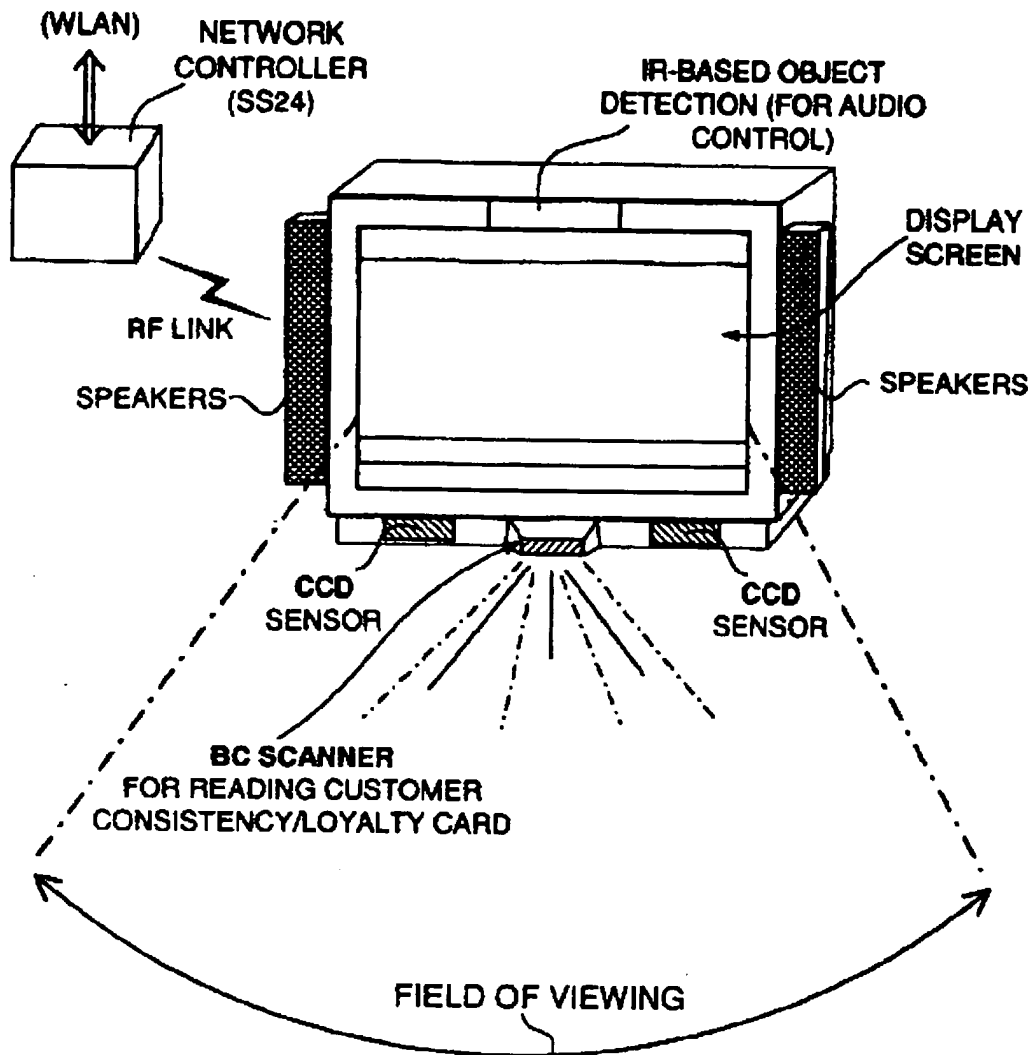


FIG. 3A18

UPN	RETAILER	URL NO. 1	...	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...	:	:	:	:	:	:	:

FIG. 3A19A

**FEATURES:**

- EYE TRAINING AND ACCOUNTING SUBSYSTEM
- TRACKS DETECTED EYEBALL

FIG. 3A19C

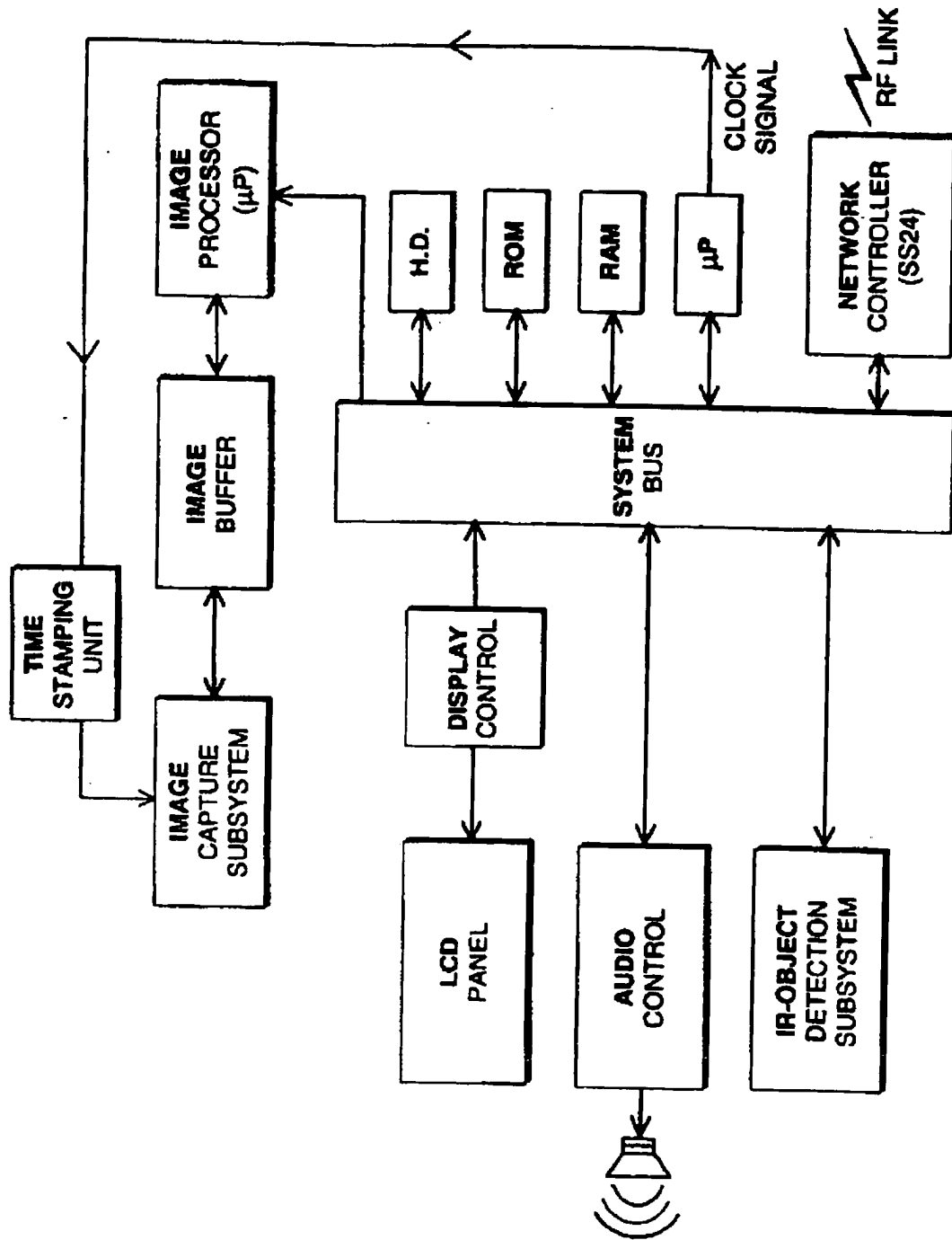


FIG. 3A19D

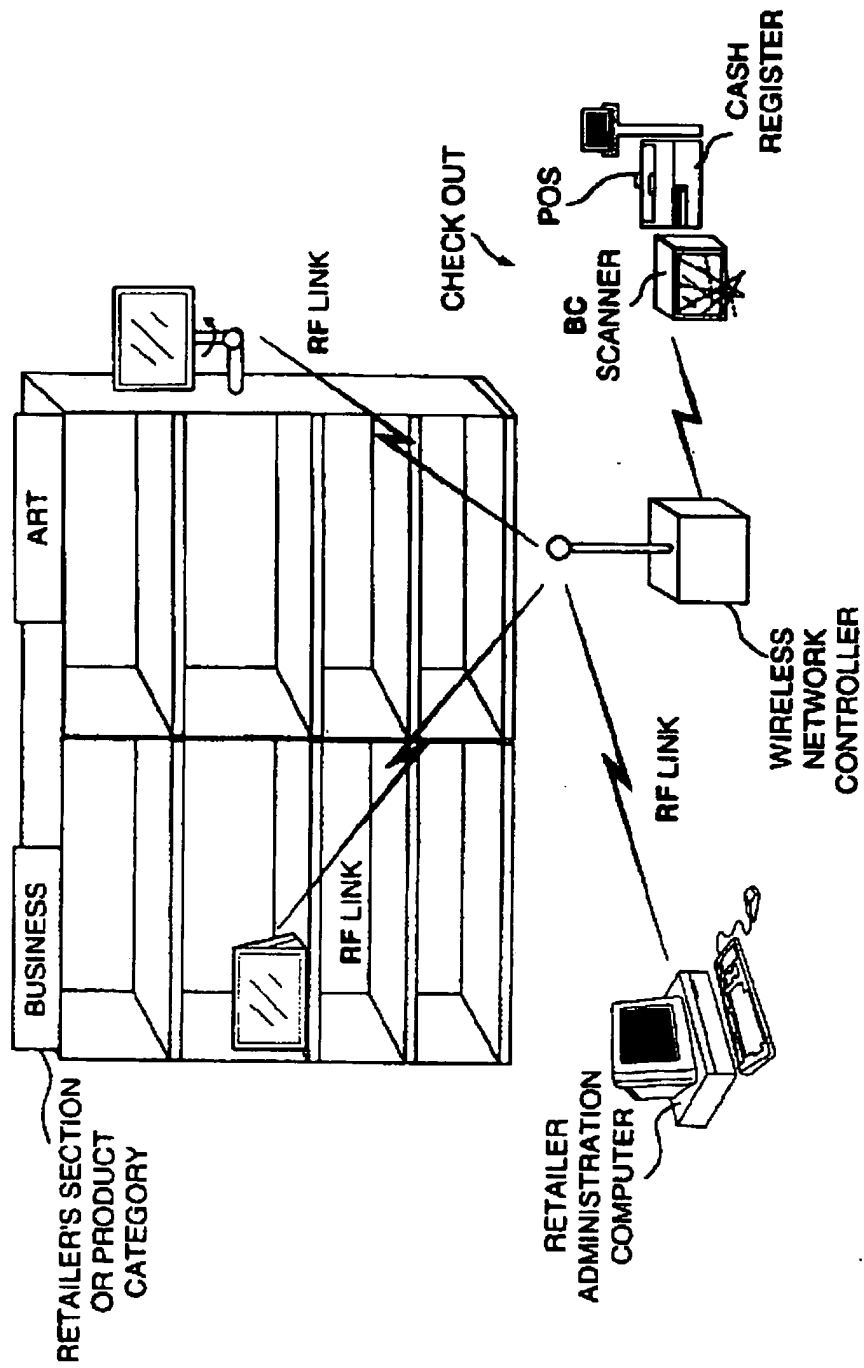


FIG. 3A20

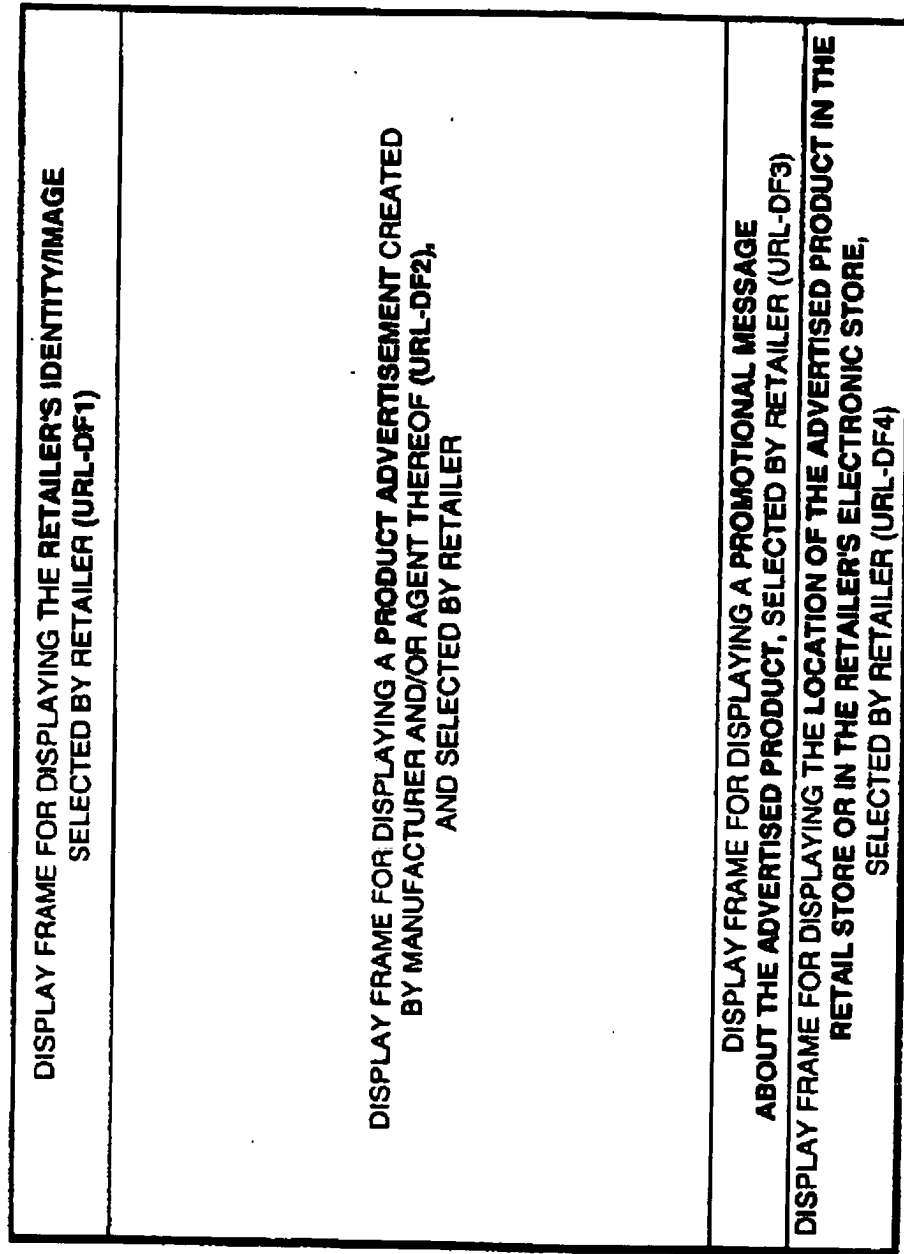


FIG. 3A21A

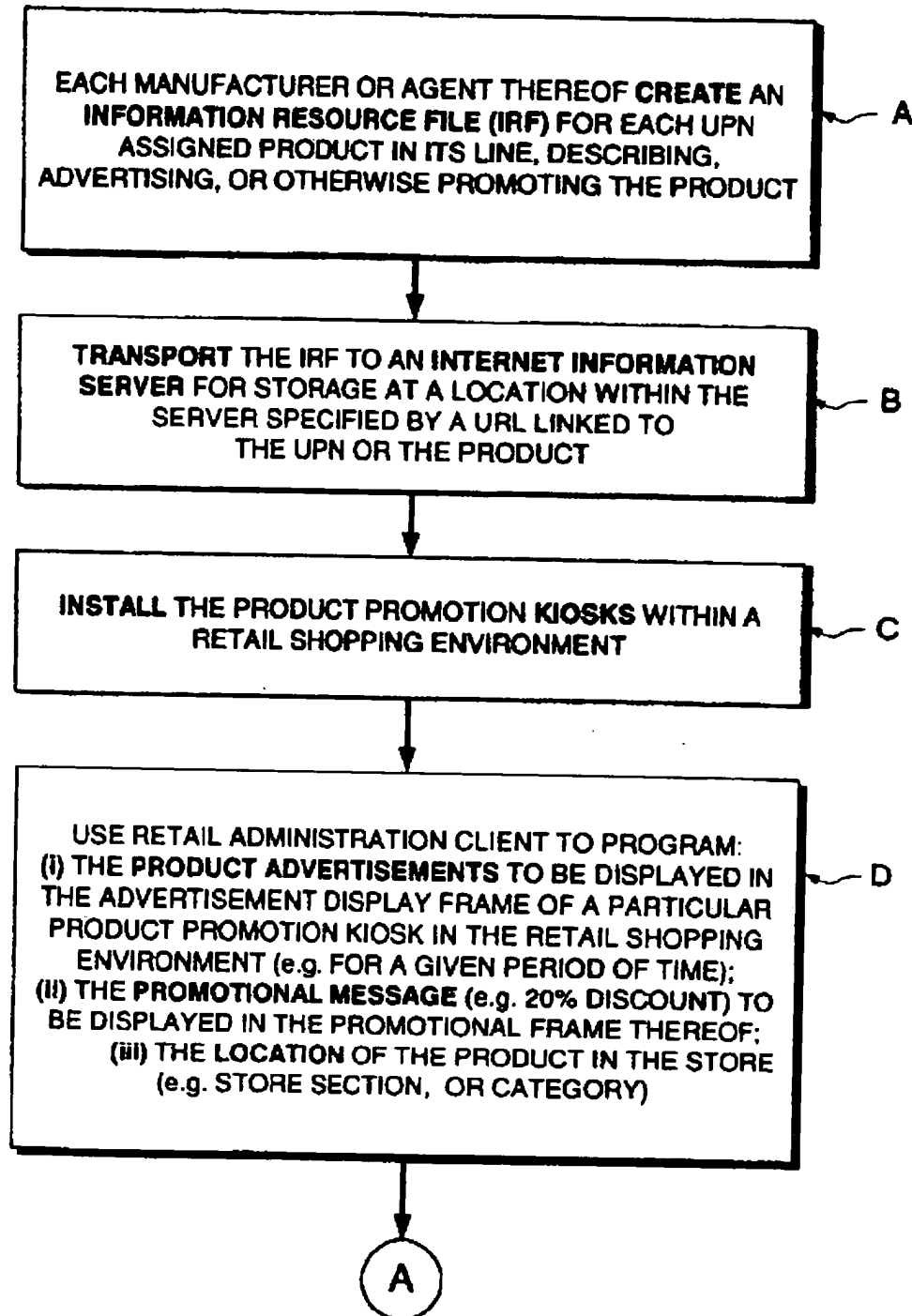


FIG. 3A22A

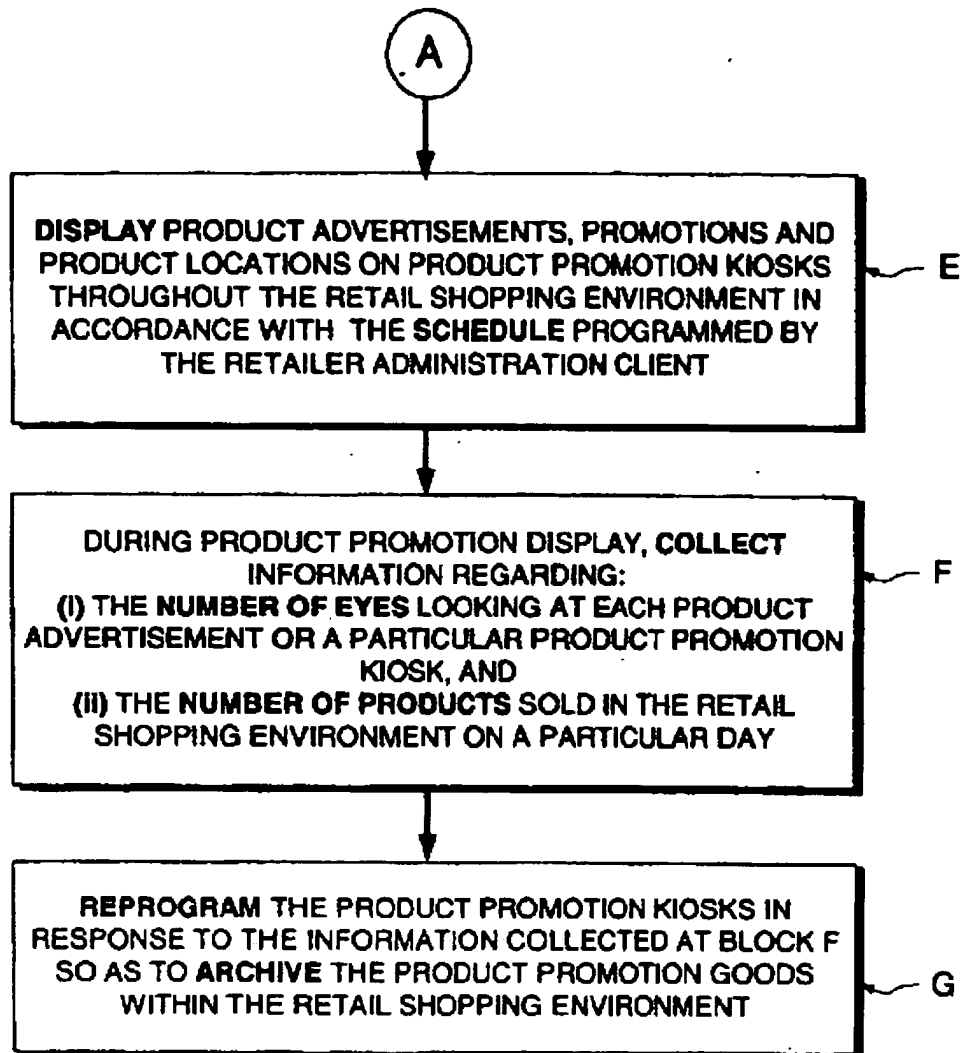


FIG. 3A22B

PRODUCT PROMOTION PROGRAMMING TABLE

[illegible]

FIG. 3A23

UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24

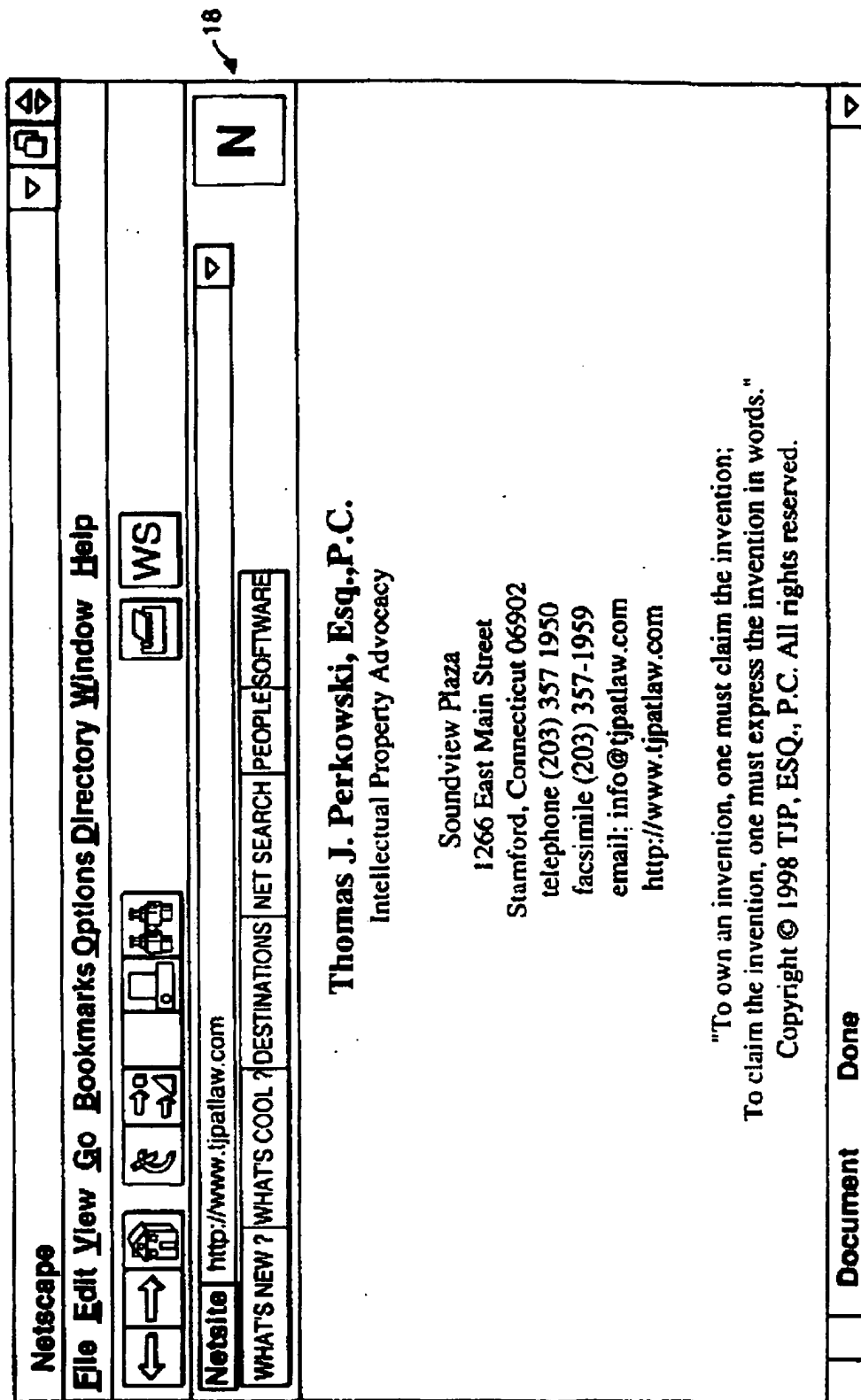


FIG. 3B

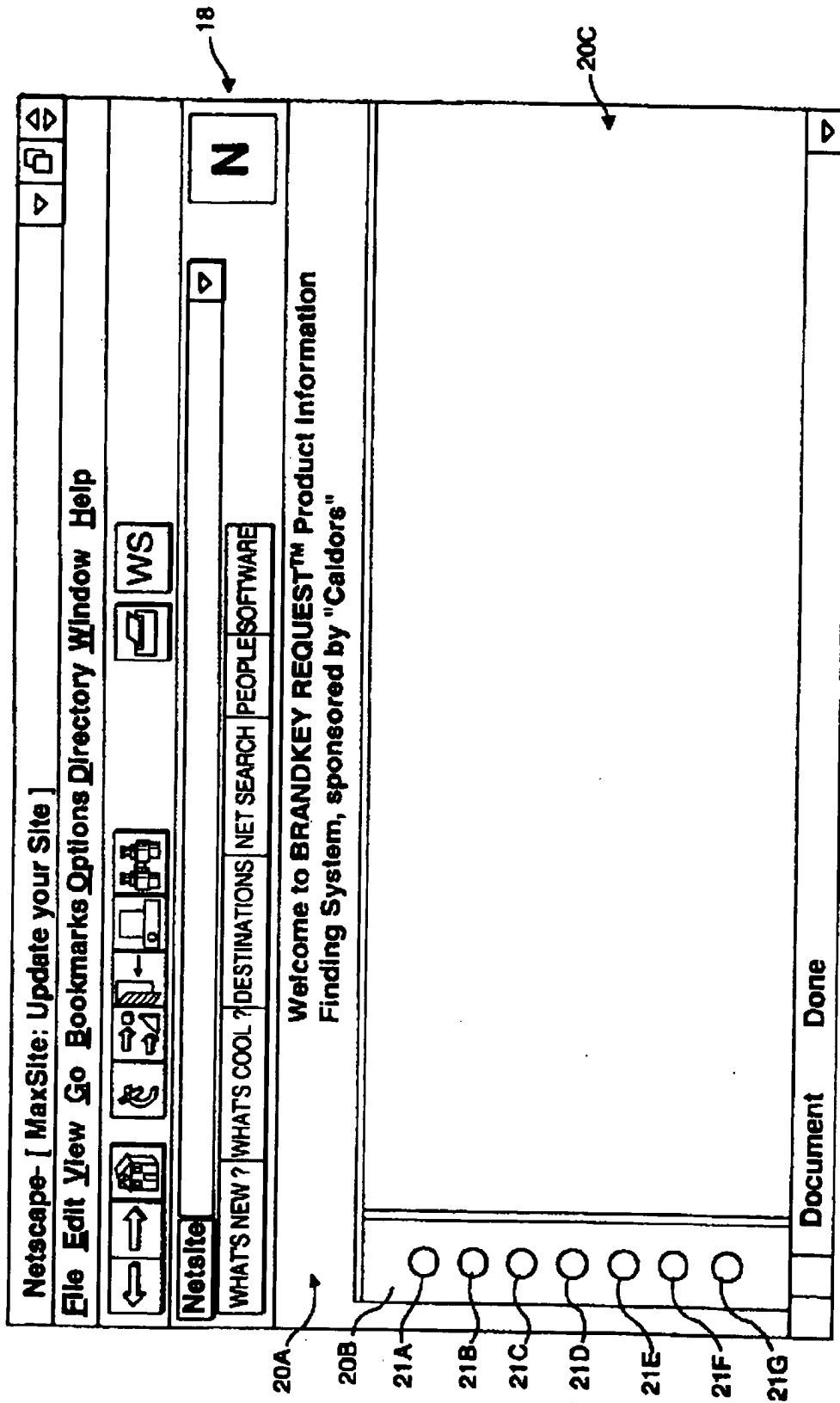


FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/17674/ 0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http://www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http://www.looh.com/pc	CREST			
3/12547/68404/ 0	WARNER WELCOME	ACID REDUCER	http://www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/17643/ 4	KODAK, INC.	FILM PROCESSING	http://www.kodak.com/pc	KODAK			
0/27242/51057/ 0	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/pc	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,
CPIR-ENABLING APPLET LIBRARY

URL	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
:	:	:	:	:	:	:	:
:	:	:	:	:	:	:	:
:	:	:	:	:	:	:	:

FIG. 4A2

IP / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

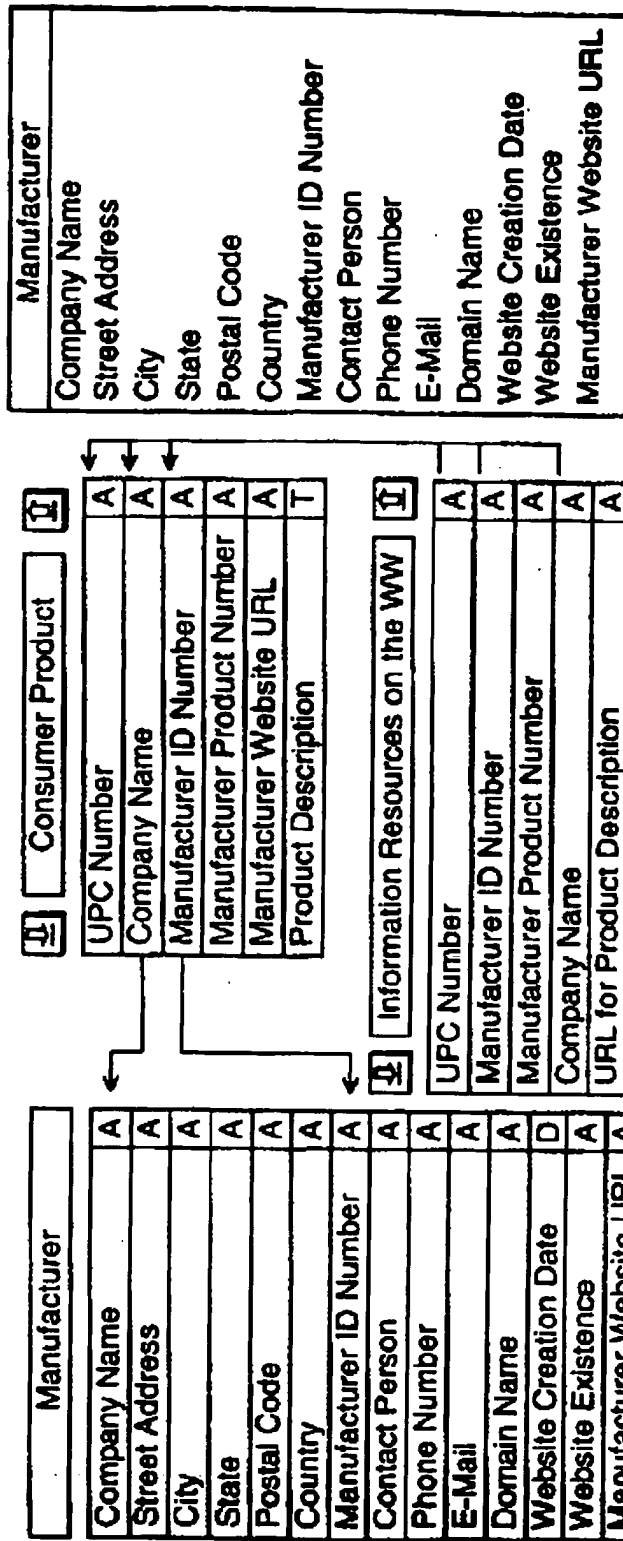


FIG. 4C

FIG. 4C1

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

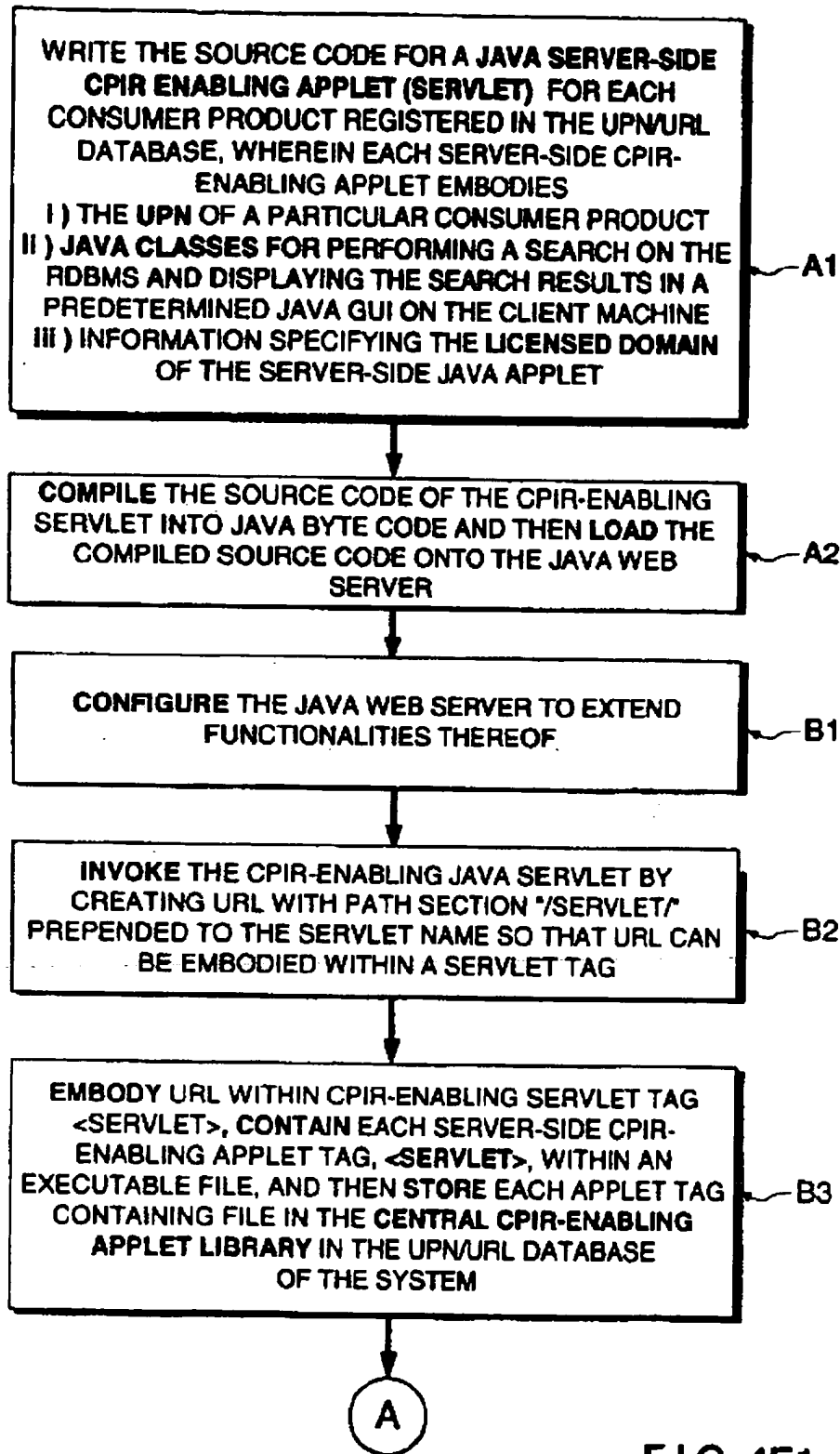


FIG. 4E1

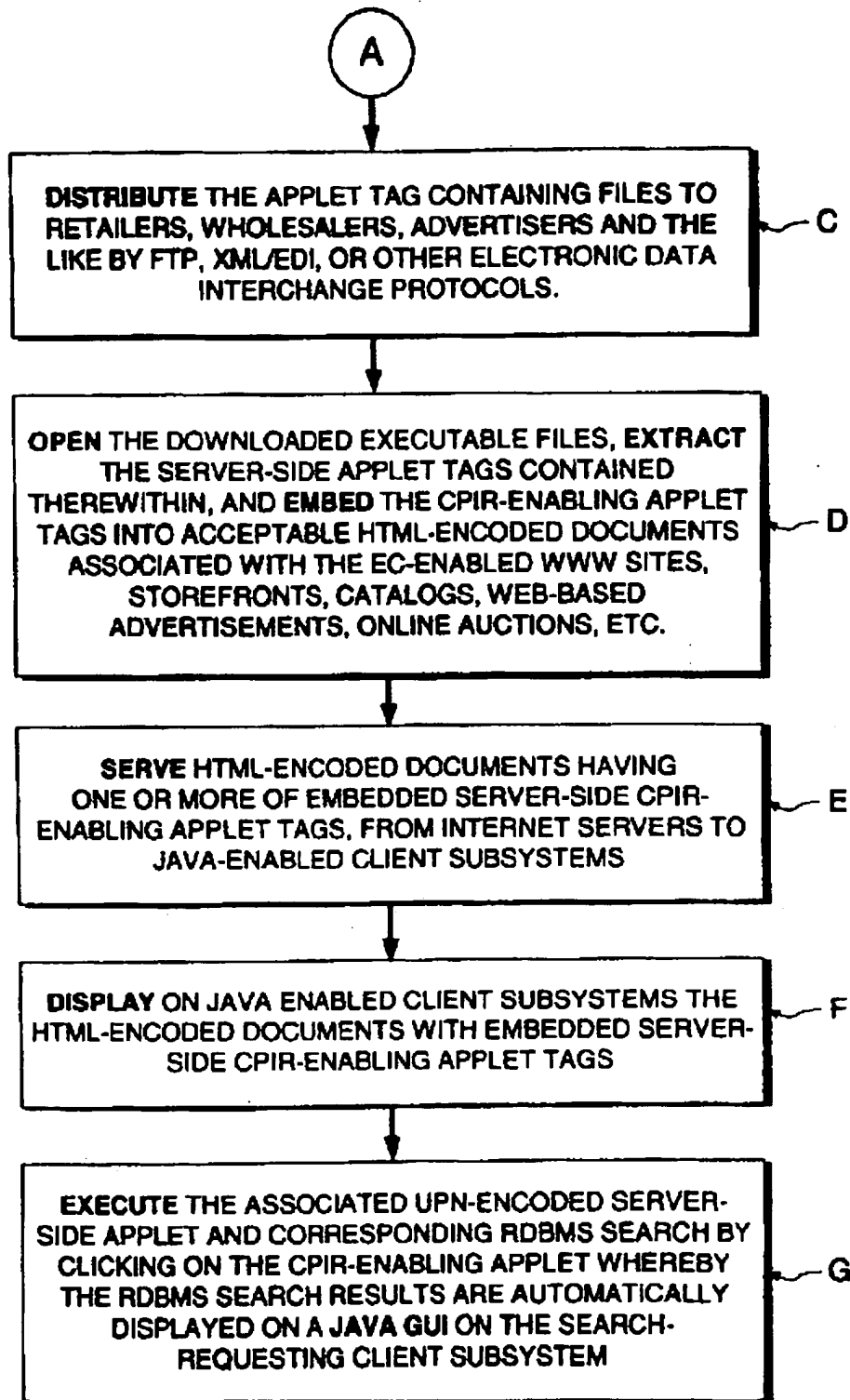


FIG. 4E2

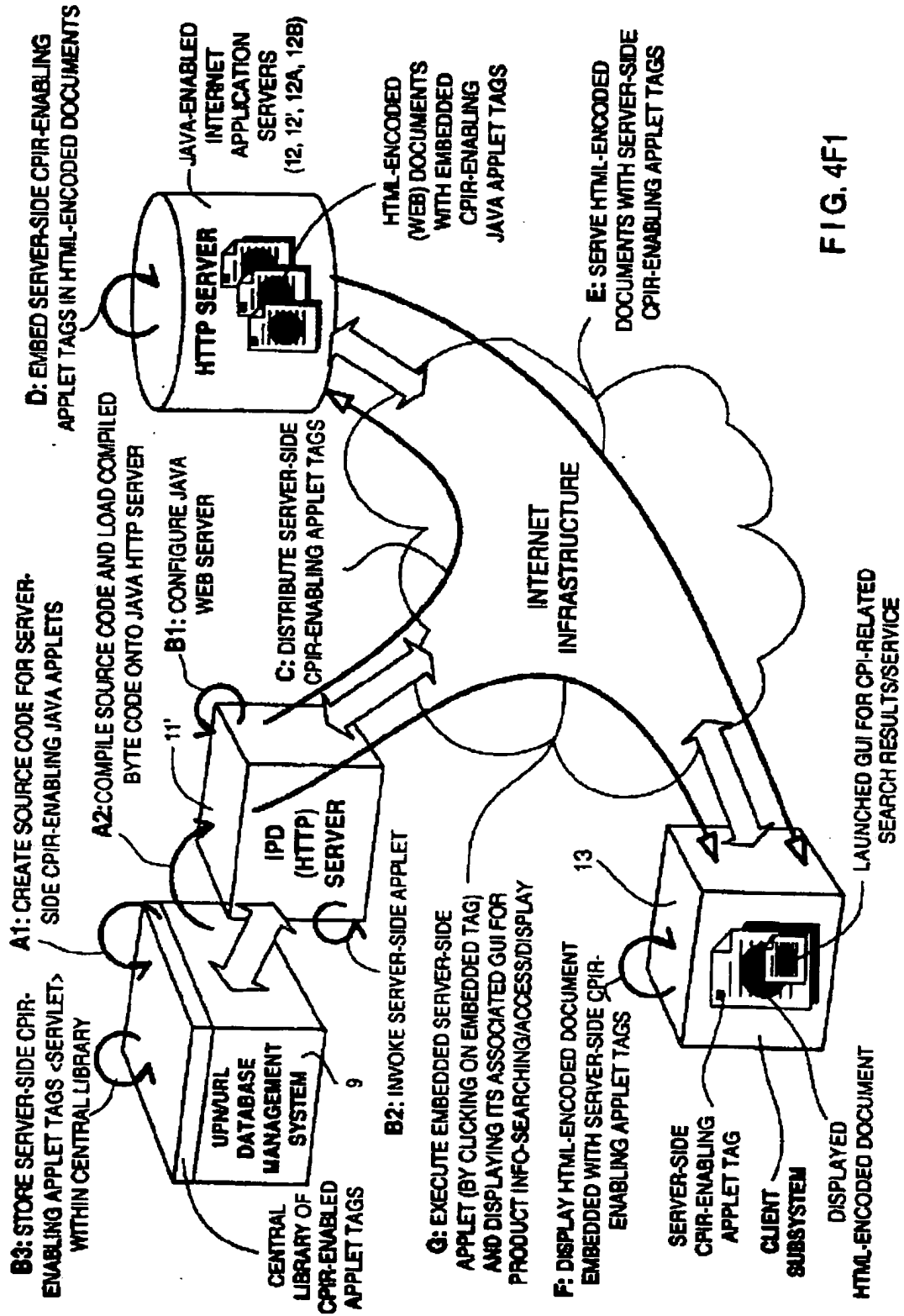


FIG. 4F1

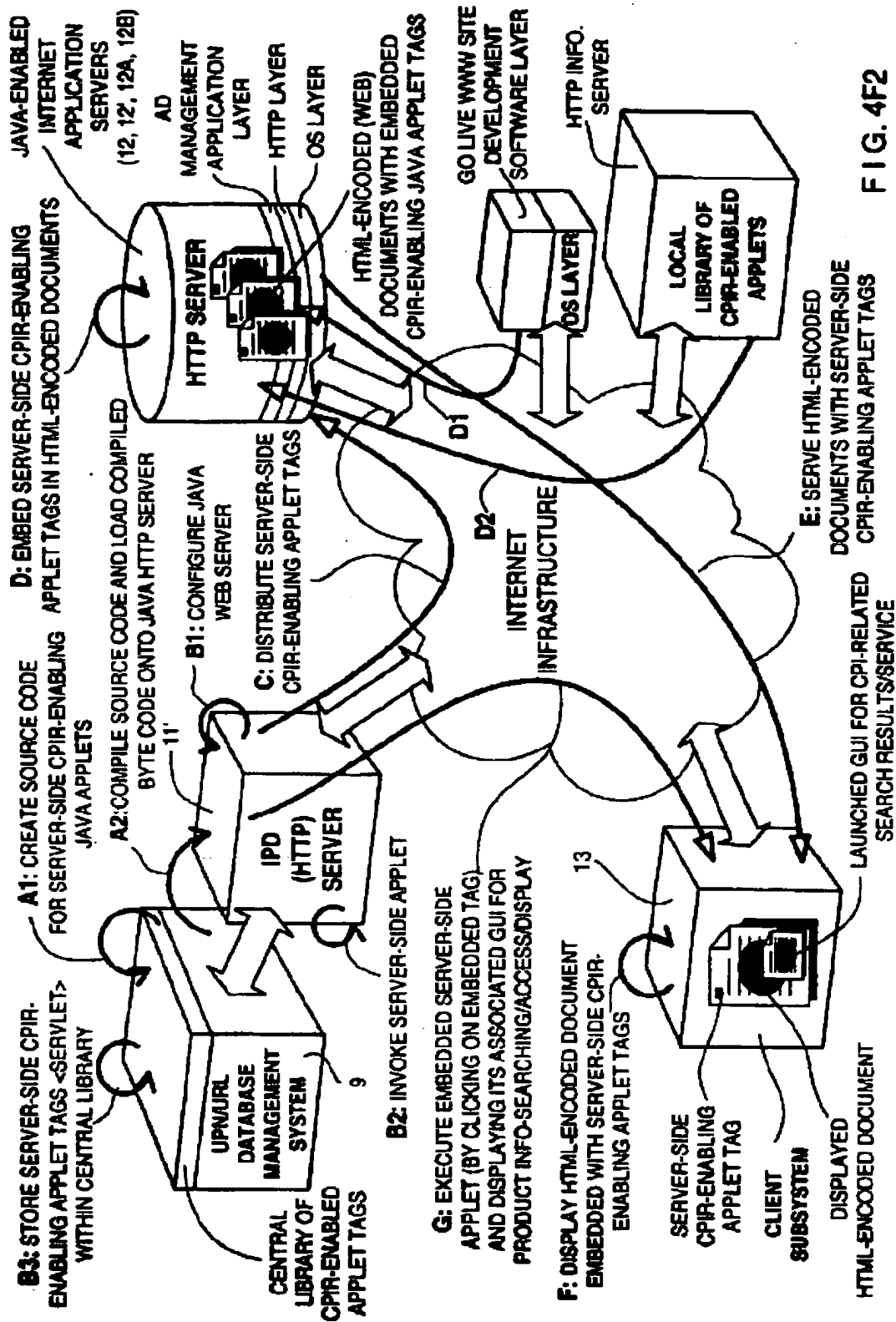


FIG. 4F2

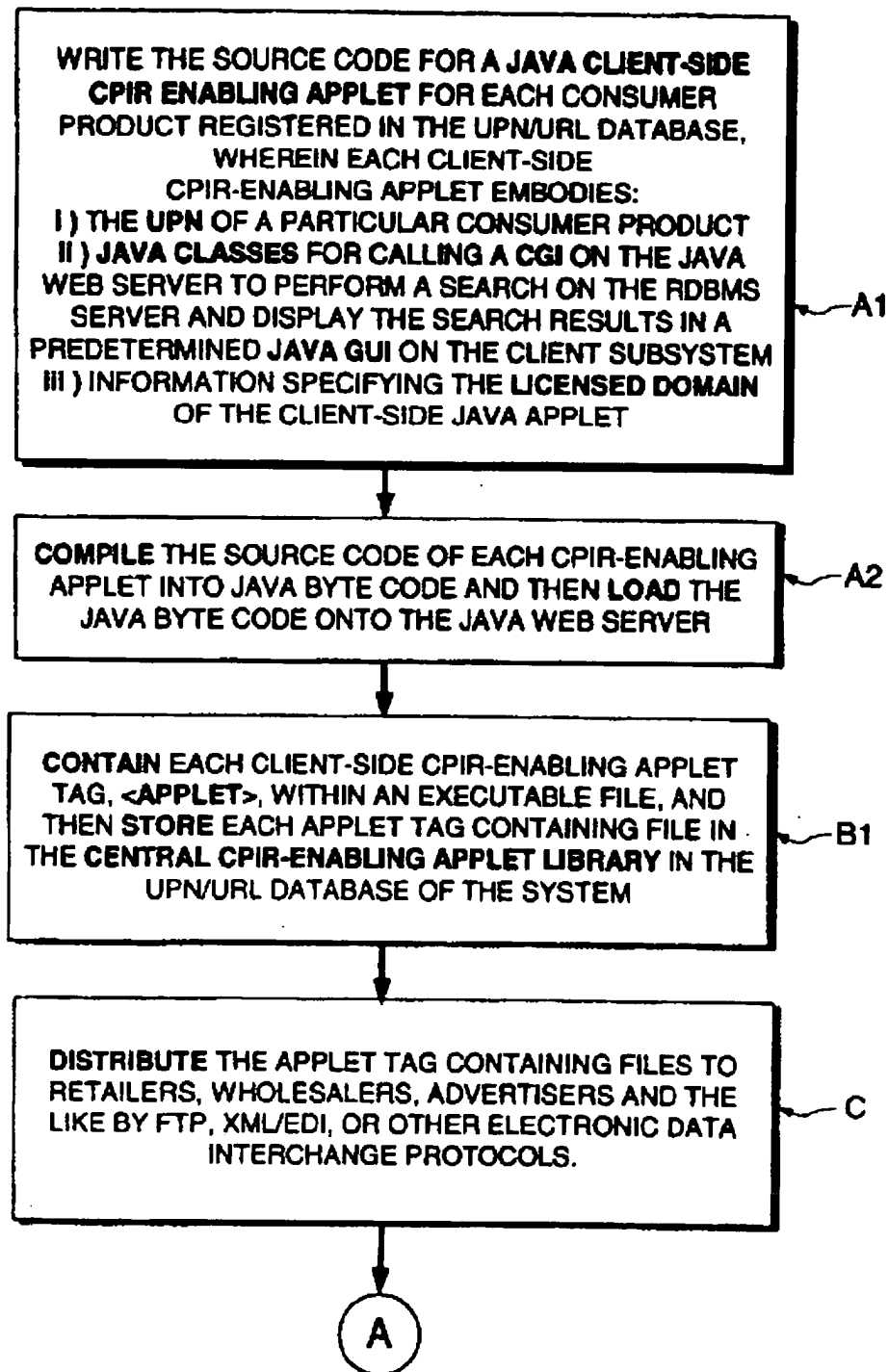


FIG. 4G1

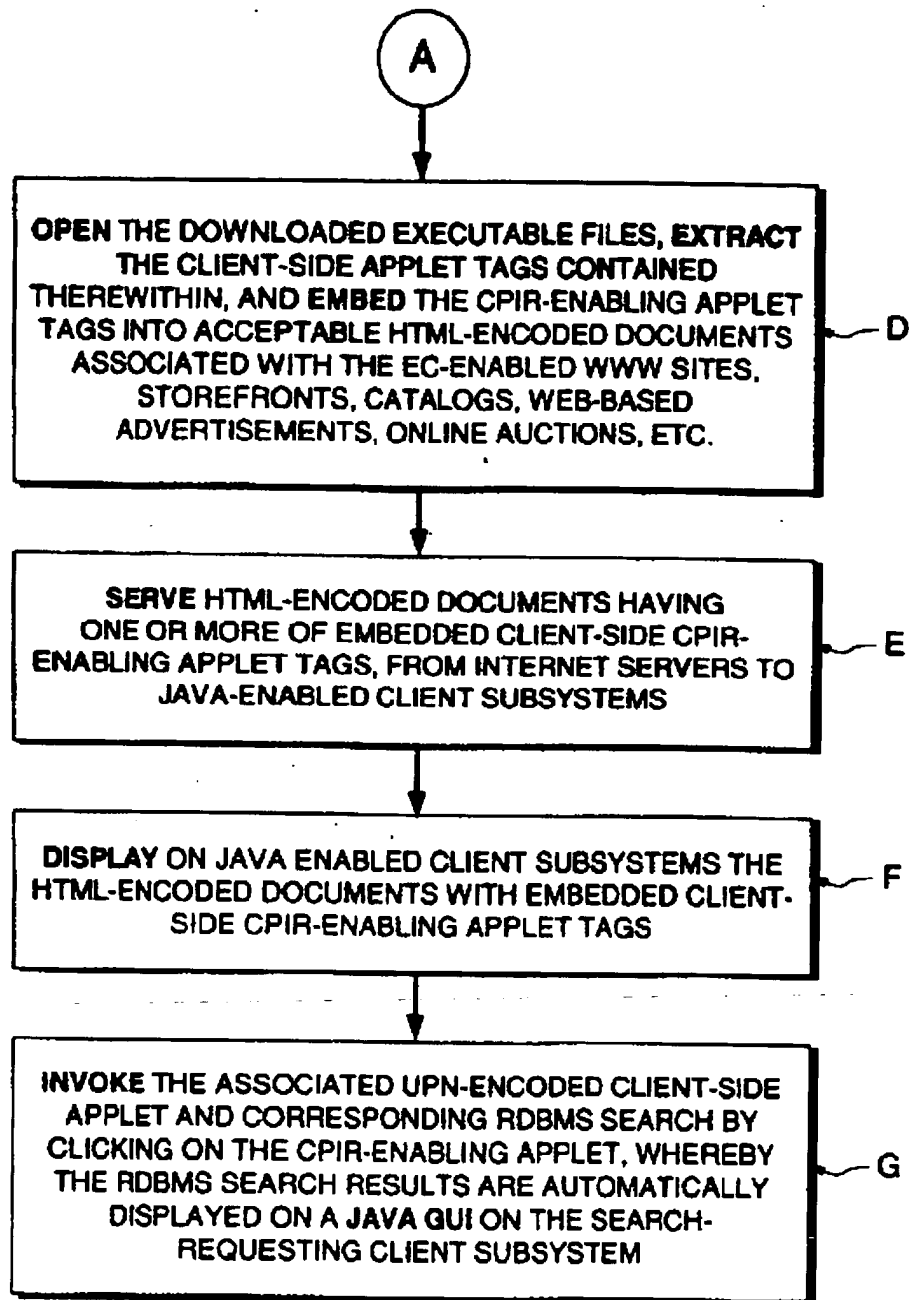


FIG. 4G2

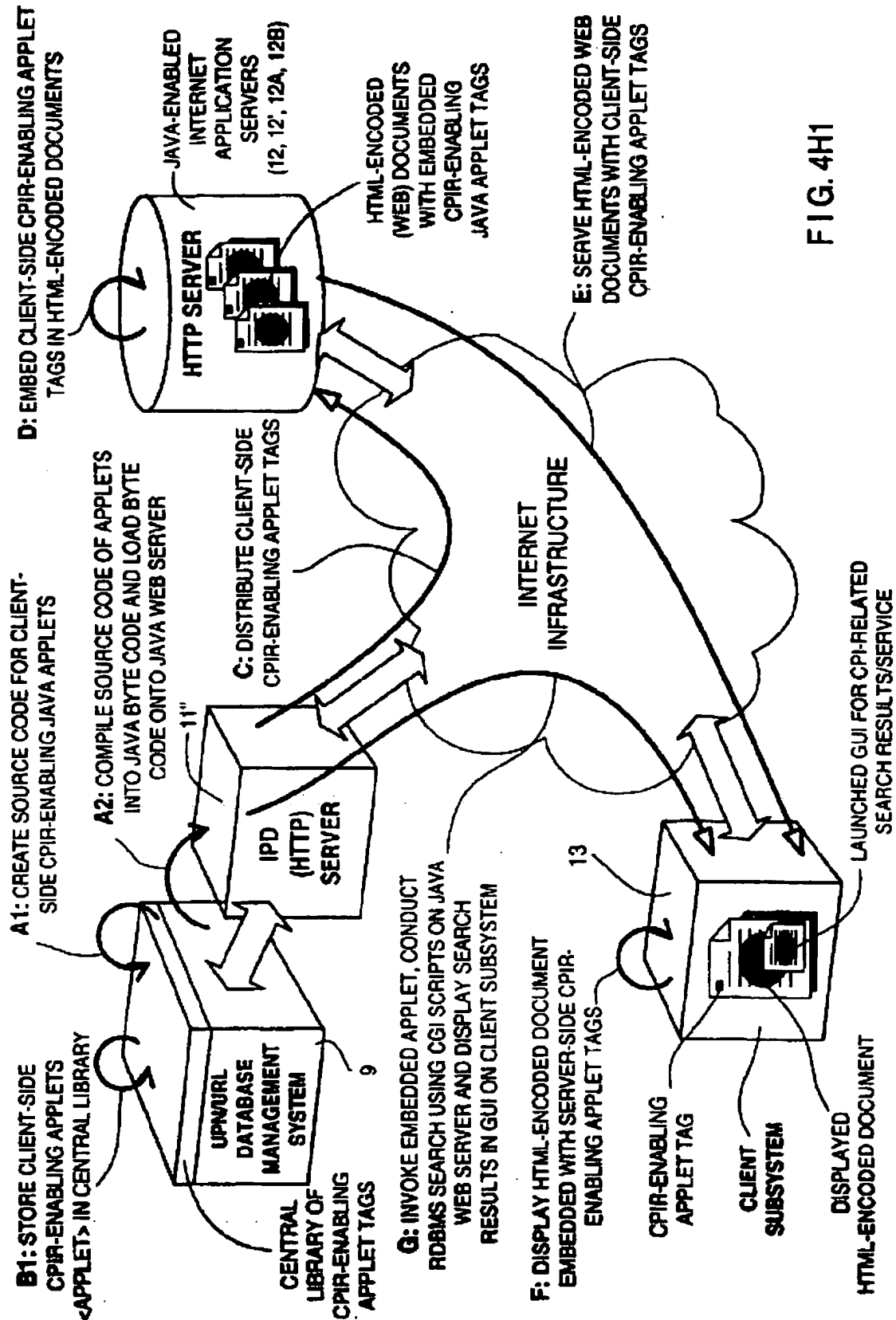


FIG. 4H1

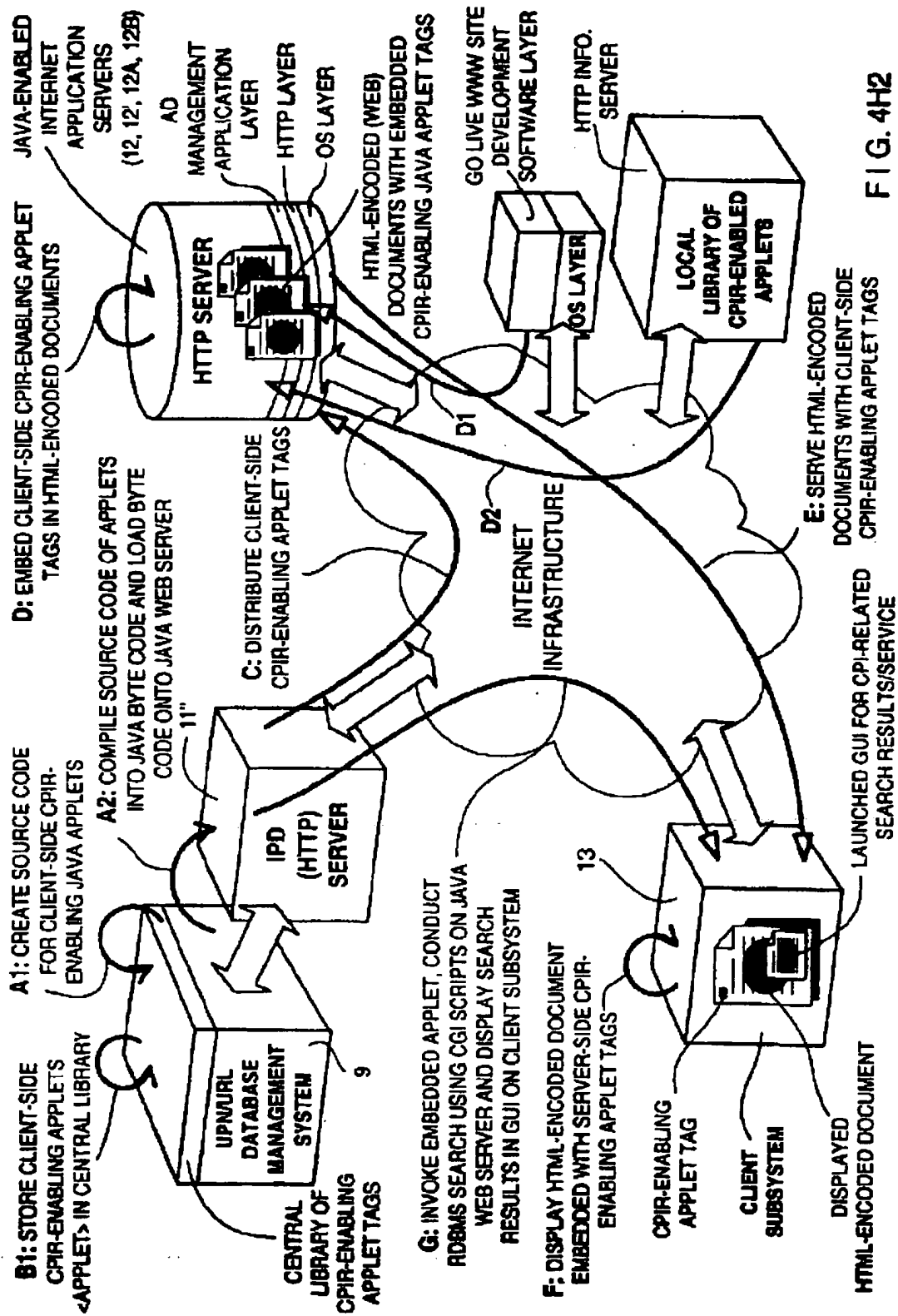


FIG. 4H2

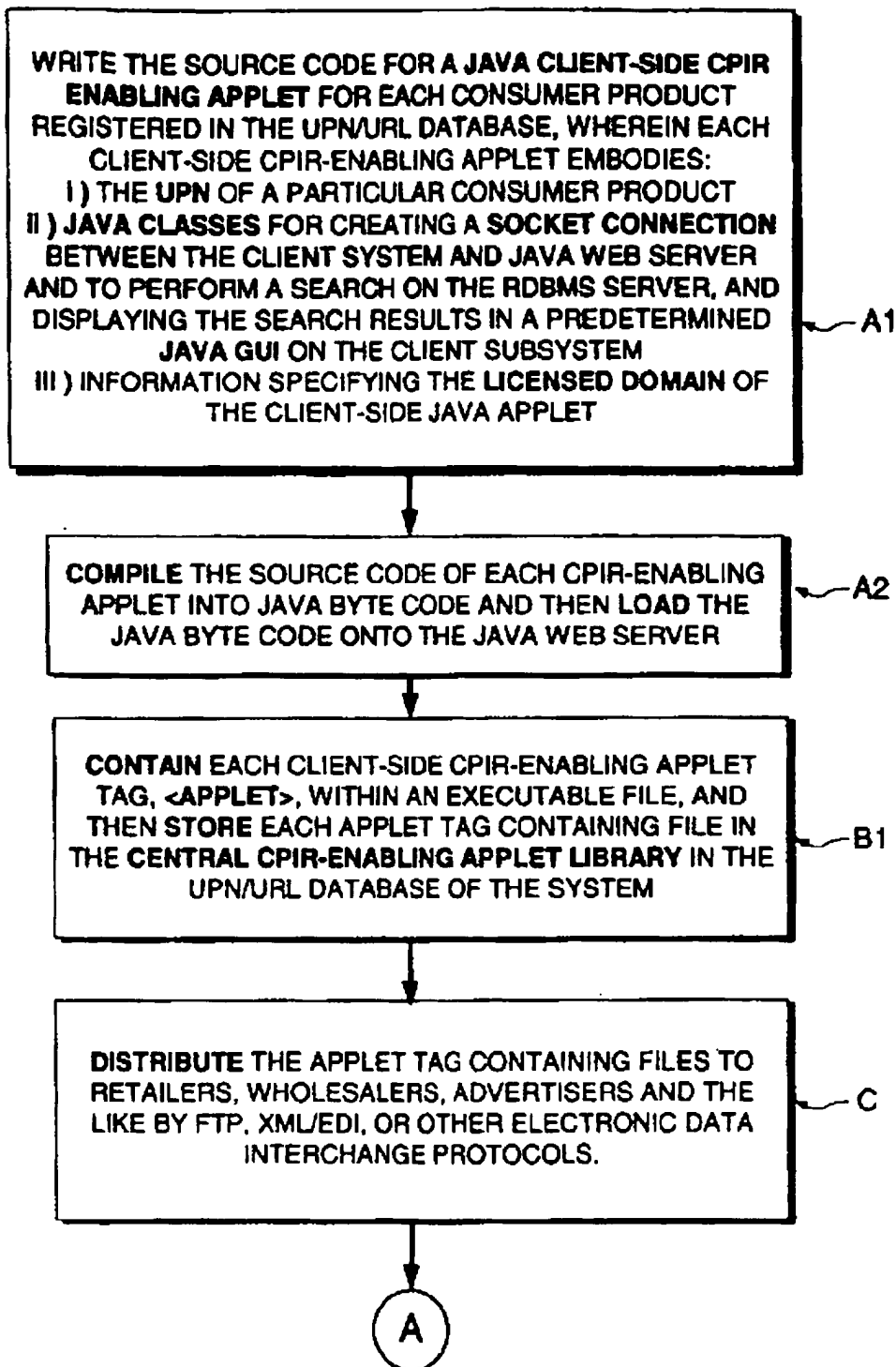


FIG. 411

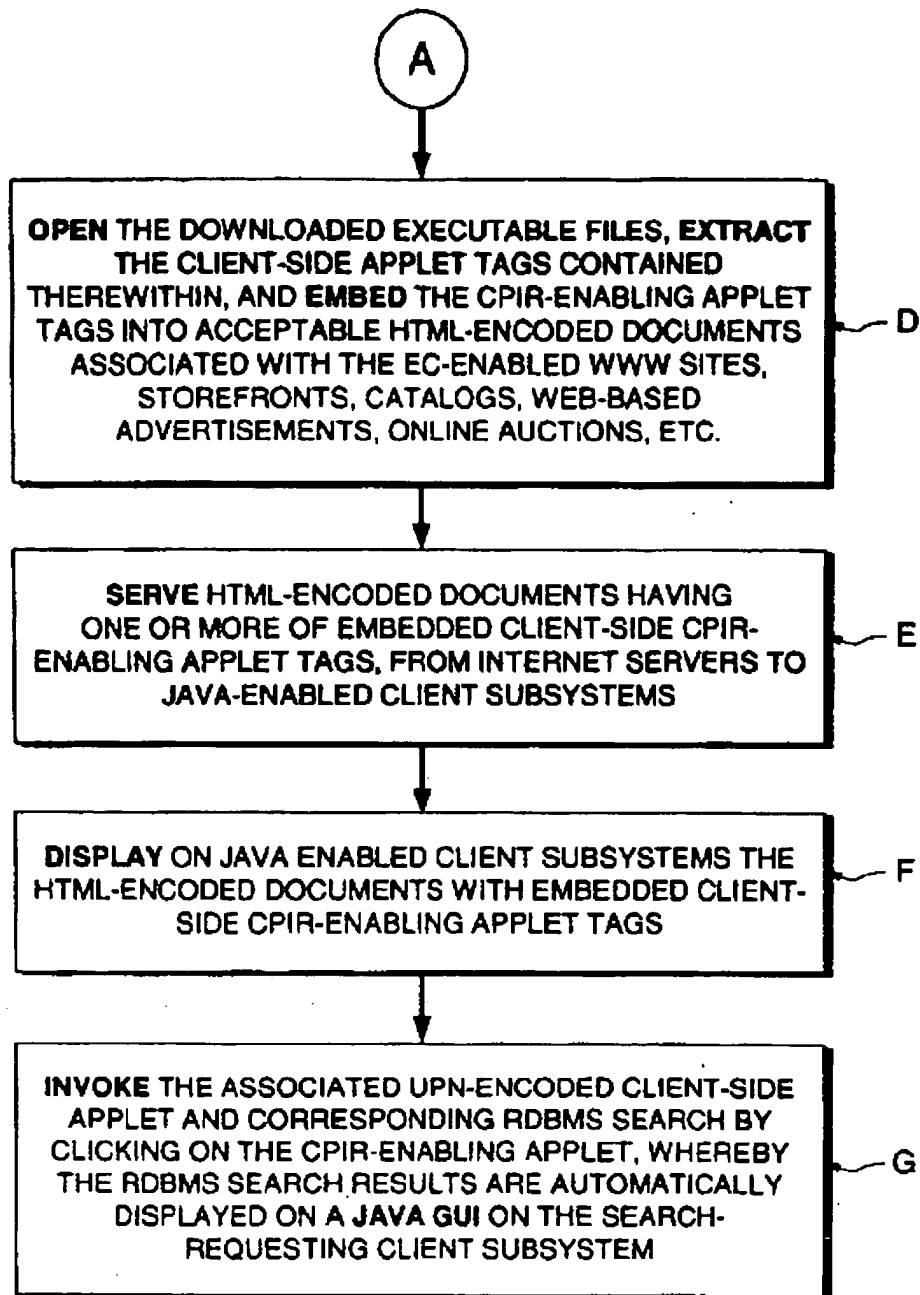


FIG. 412

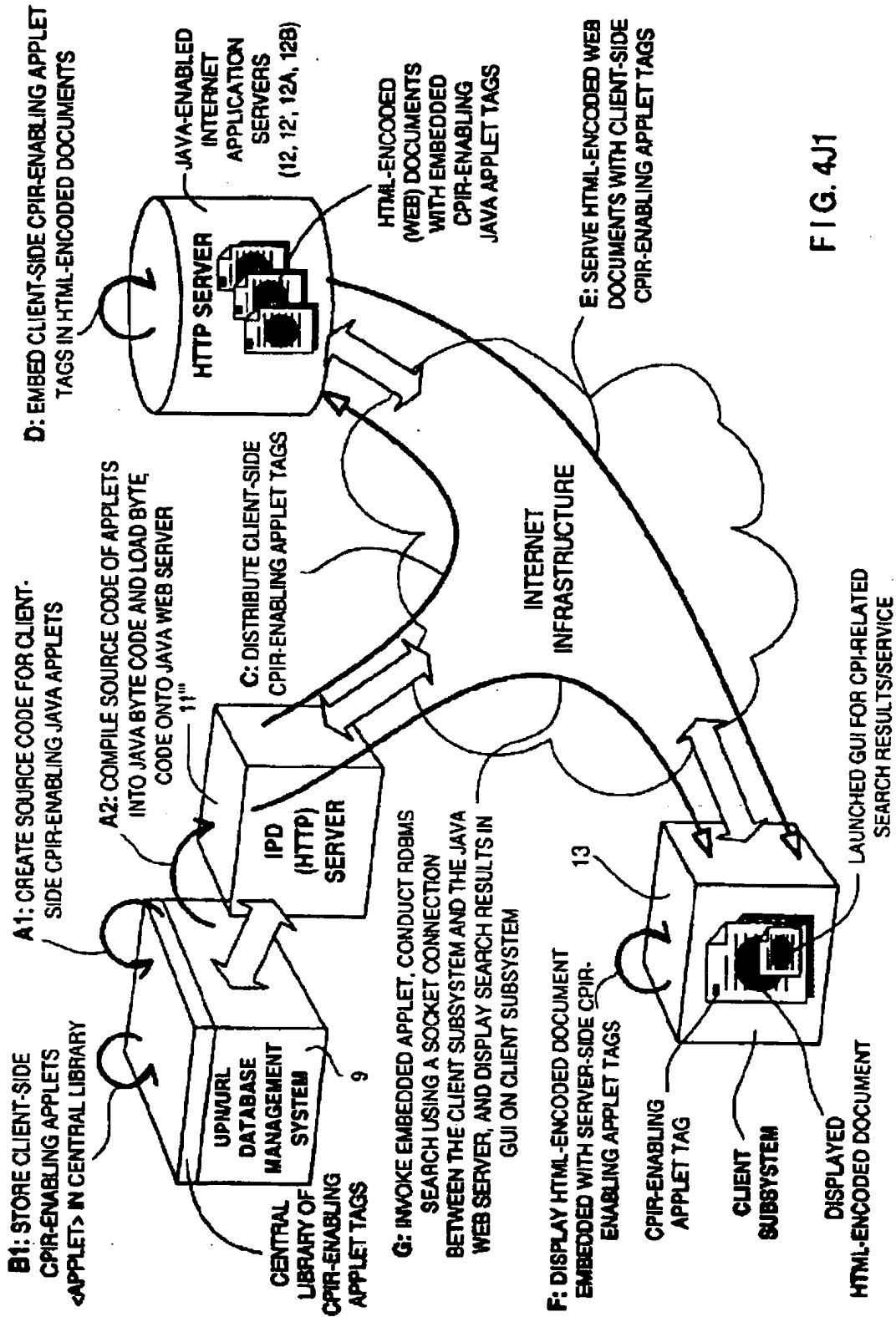


FIG. 4J1

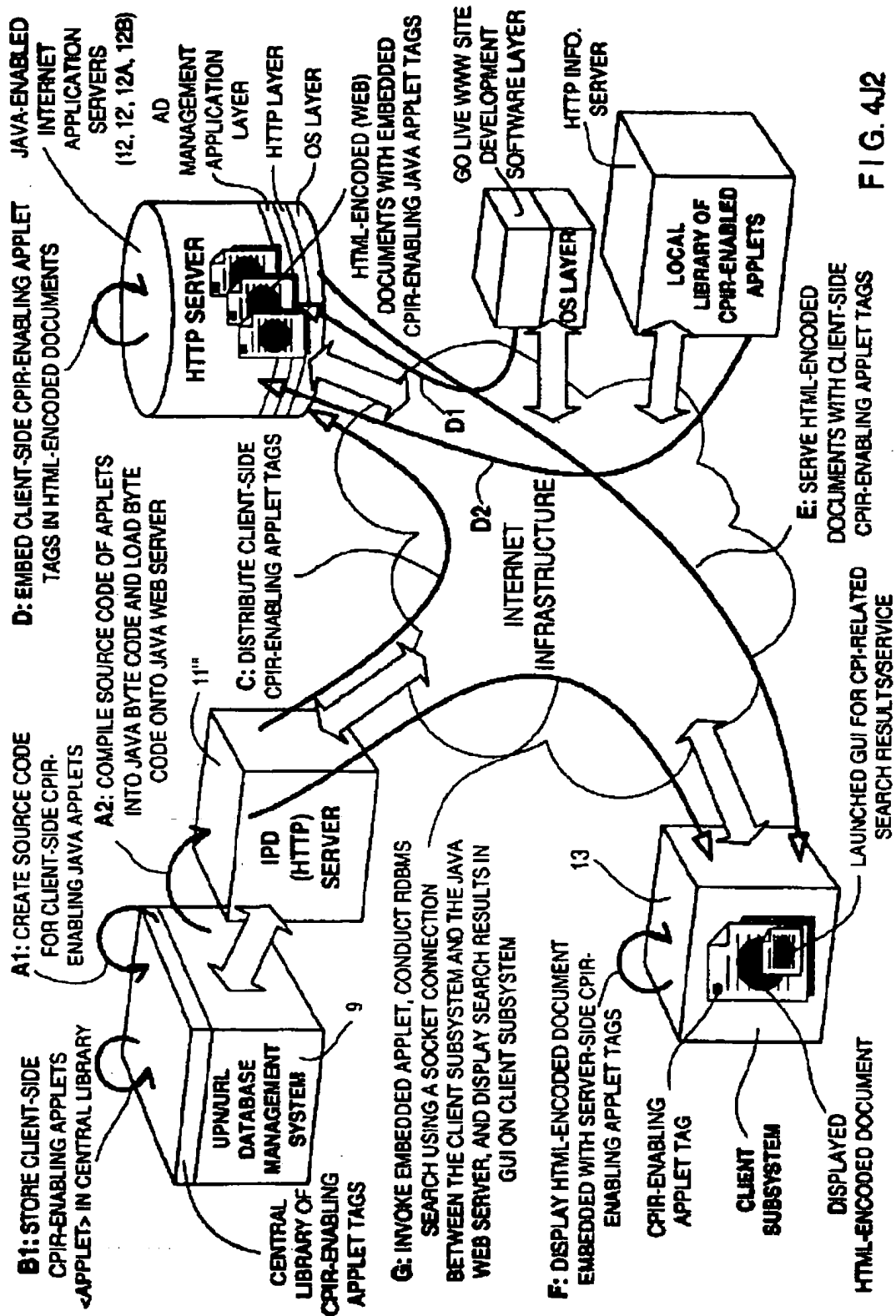


FIG. 4J2

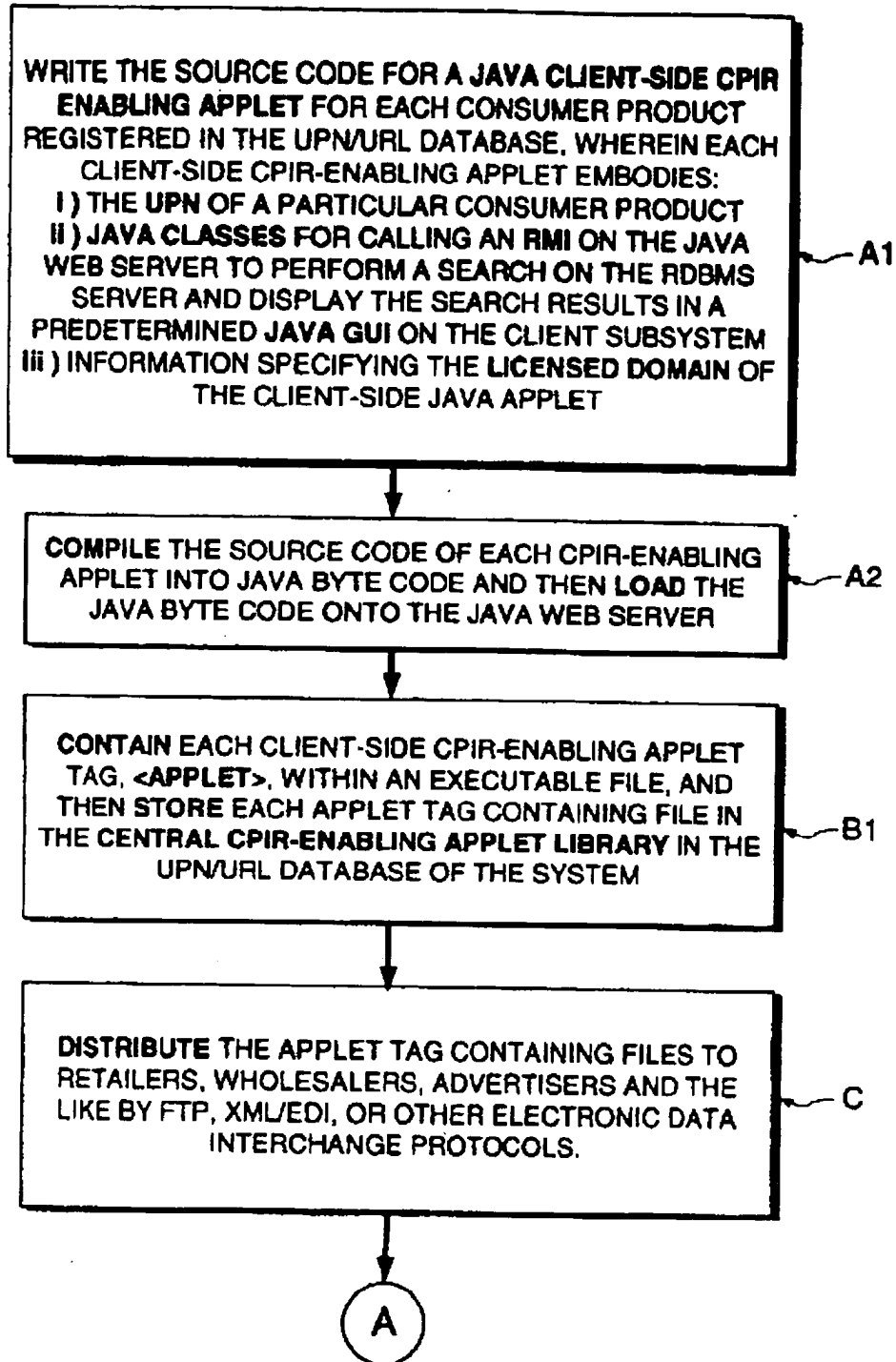


FIG. 4K1

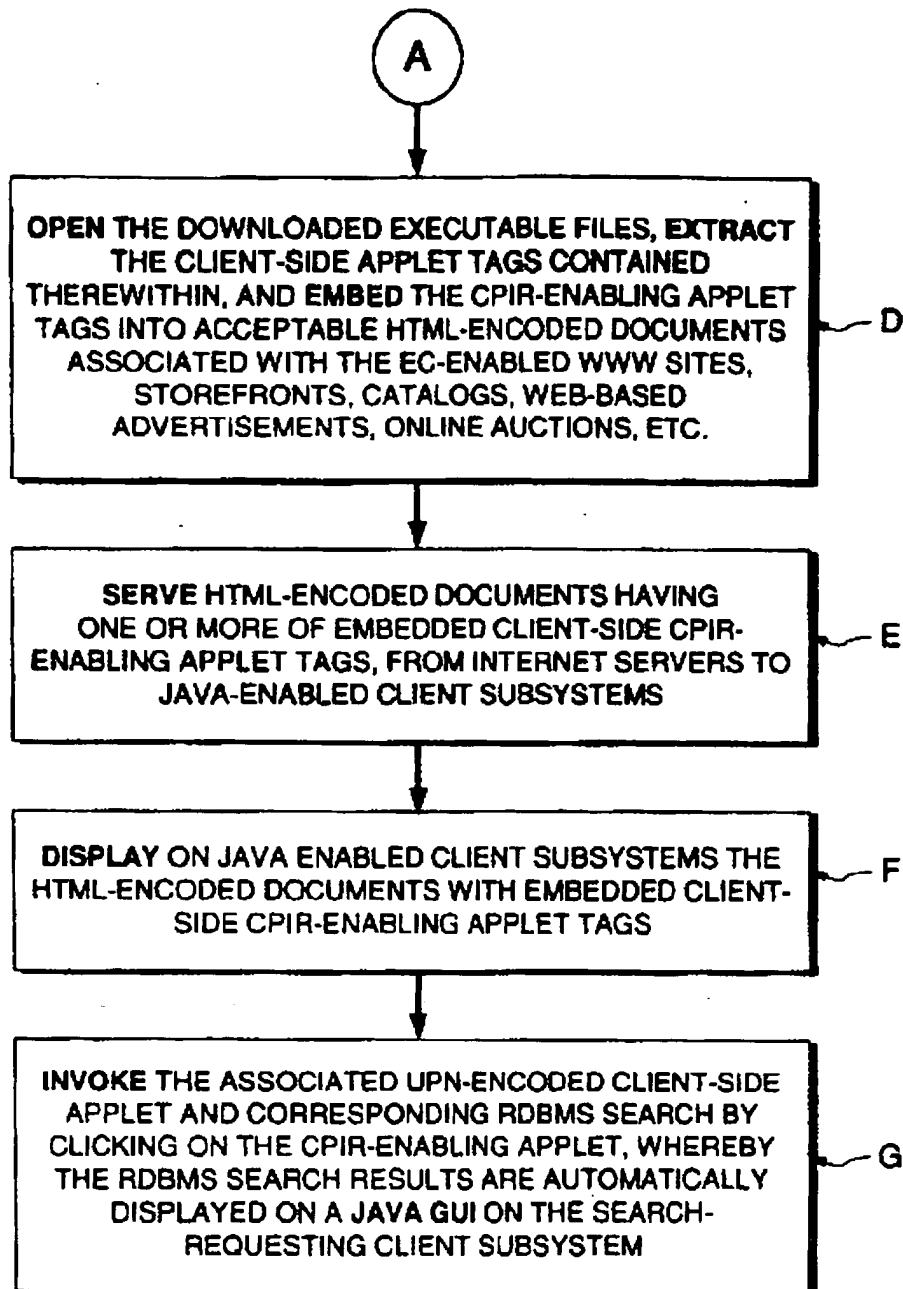


FIG. 4K2

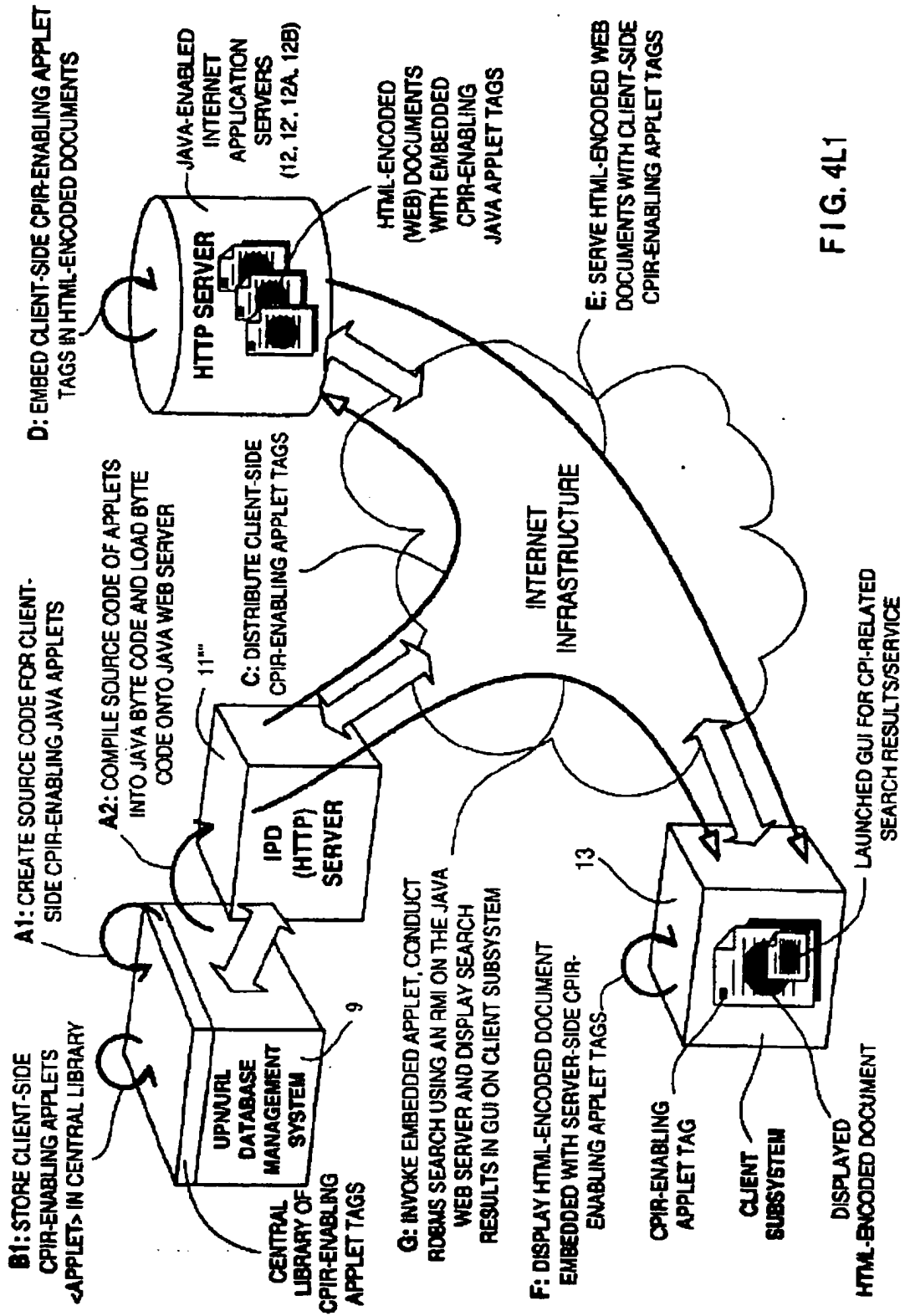
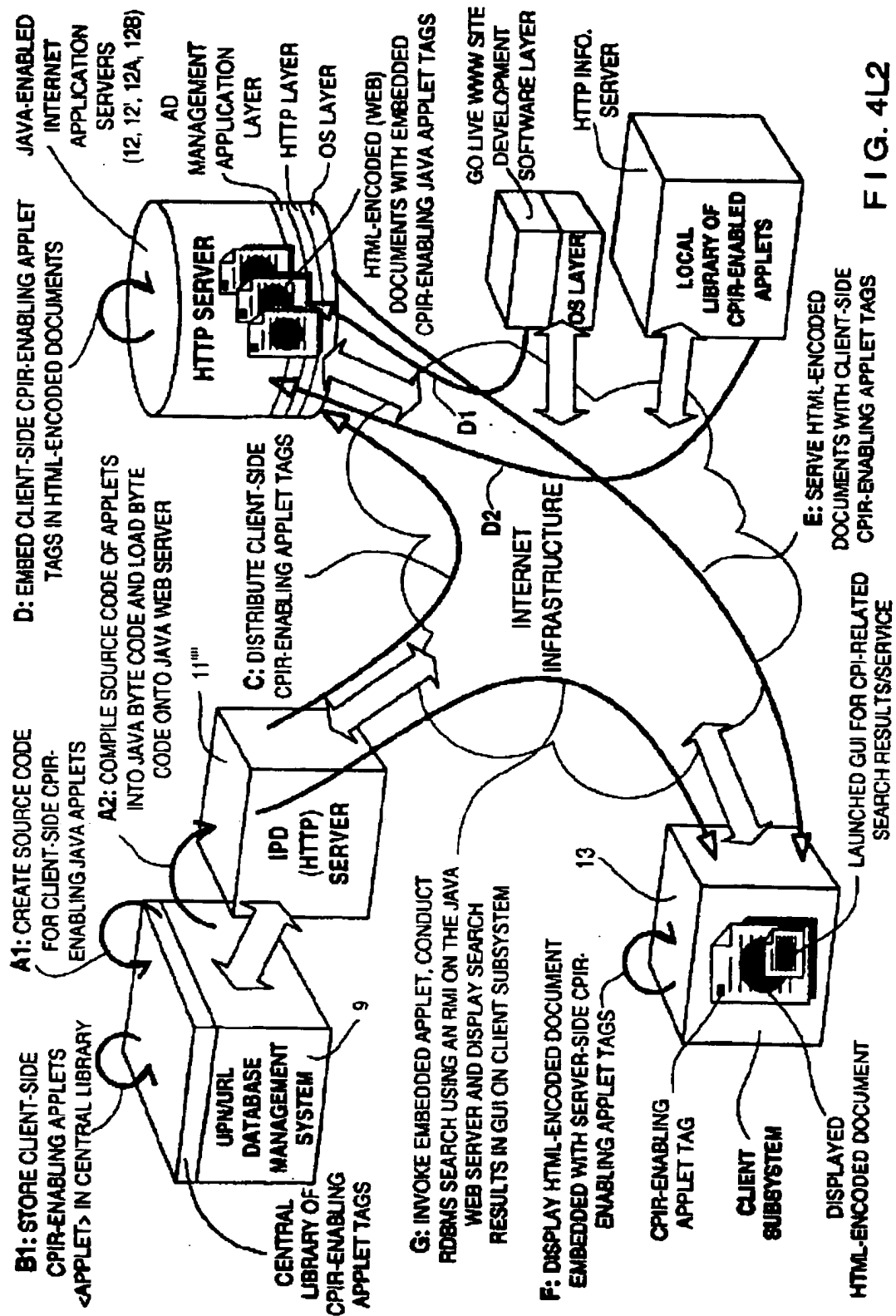


FIG. 4L1



BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER				
CENTRAL LIBRARY OF CPIR-ENABLING APPLETS				
UPC No.	Trademark	Manufacturer No.	Download	
0000000000	Power Mac Computer	0000000000	◆	Click Here to Download
111111111111	Sony	1111111111111111	◆	
22222222	J. Crew	222222222222	◆	
			◆	
			◆	

FIG. 4M1

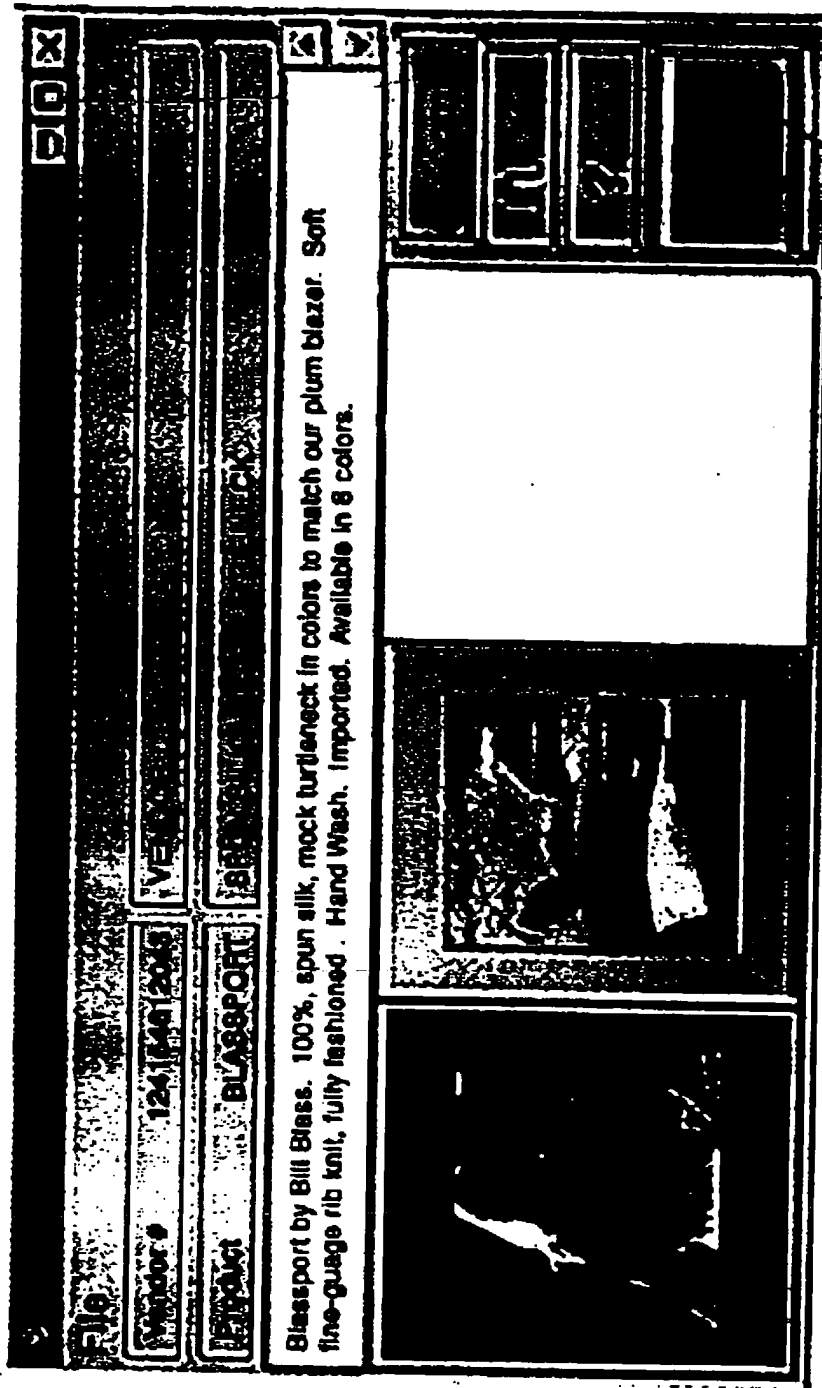


FIG. 4M2

Yahoo! Homepage

2

Yahoo! My Yahoo! ?

Remember What's New Check Email

Yahoo! Mail
Free email for life

Hardtop
OR TOPLESS?

Yahoo! Shopping - Computers, Videos, DVDs, CDs, Toys, Electronics and more

Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personnel - Games - Chat - Clubs
Mail - Calendar - Messages - Campaigns - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...

Yahoo! advanced search domain free

Get your

Yahoo! News

Yahoo! News & Media
Full Coverage Newspapers, TV...

Recreation & Sports
Sports, Travel Autos Outdoors...

Reference
Libraries, Dictionaries, Quotations...

Regional
Countries, Regions, US States...

Arts & Humanities
Literature, Photography...

Business & Economy
Companies, Finance, Jobs...

Computers & Internet
Internet, WWW, Software, Games...

Education
College and University, K-12...

In the News
Millions w/o food in India...
McKinney jailed for 10th day
Shaped murder...
Seattle gunmen still loose...
Giant dinosaurs discovered...
Marketplace
Y! Auctions - Pokémon
Hello Kitty, Shag
Y! Travel - plan your

FIG. 4N1

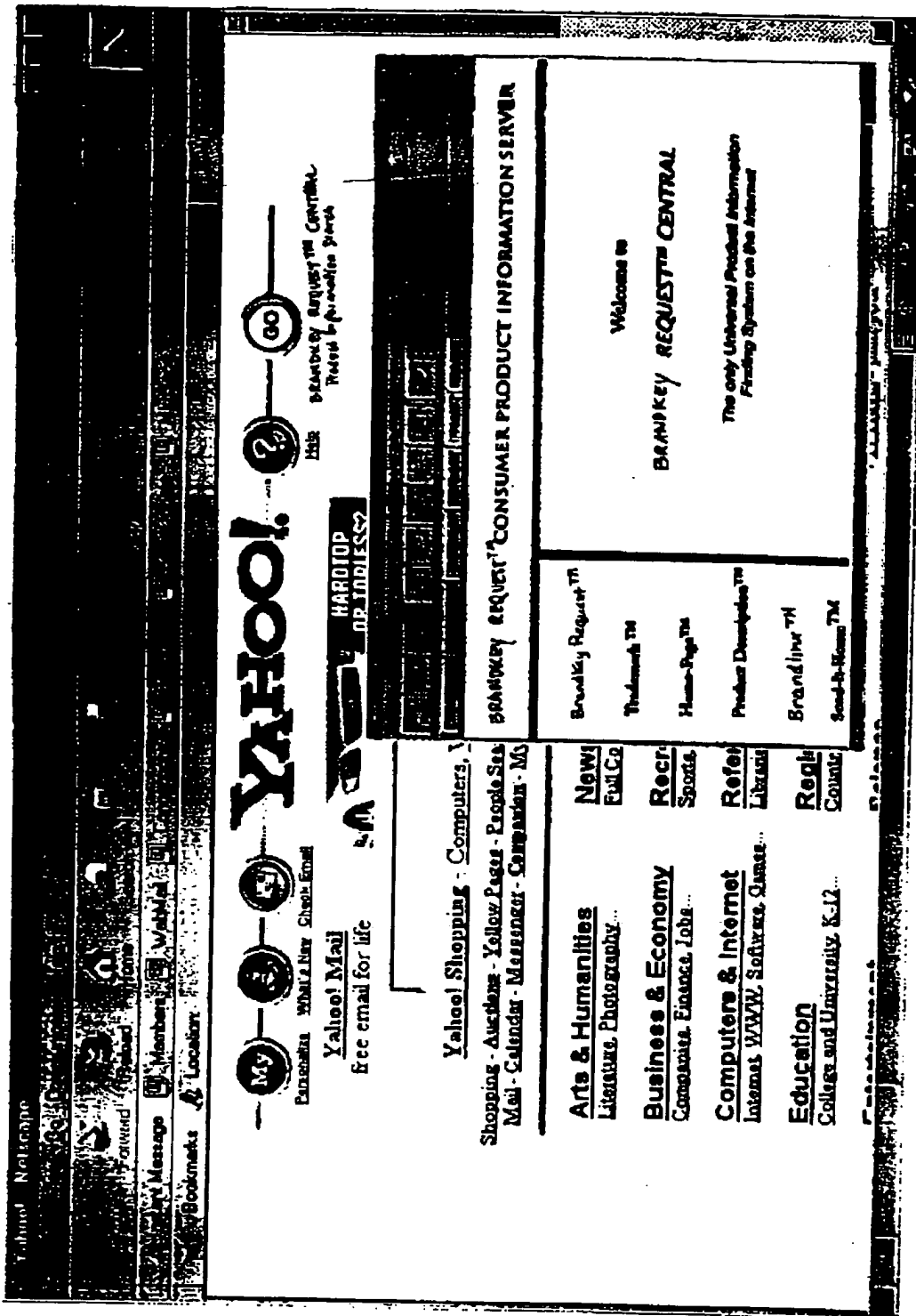


FIG. 4N2

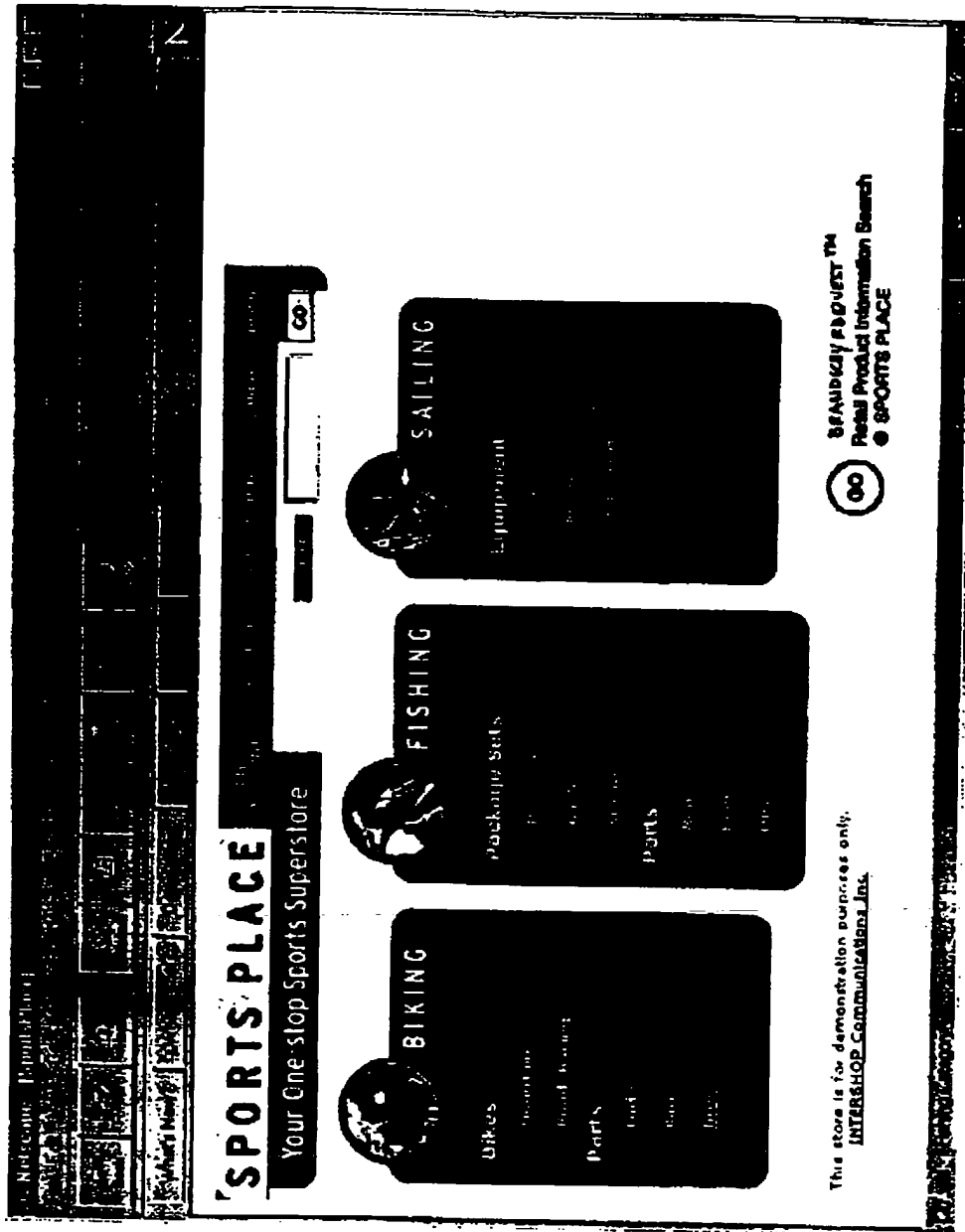


FIG. 401

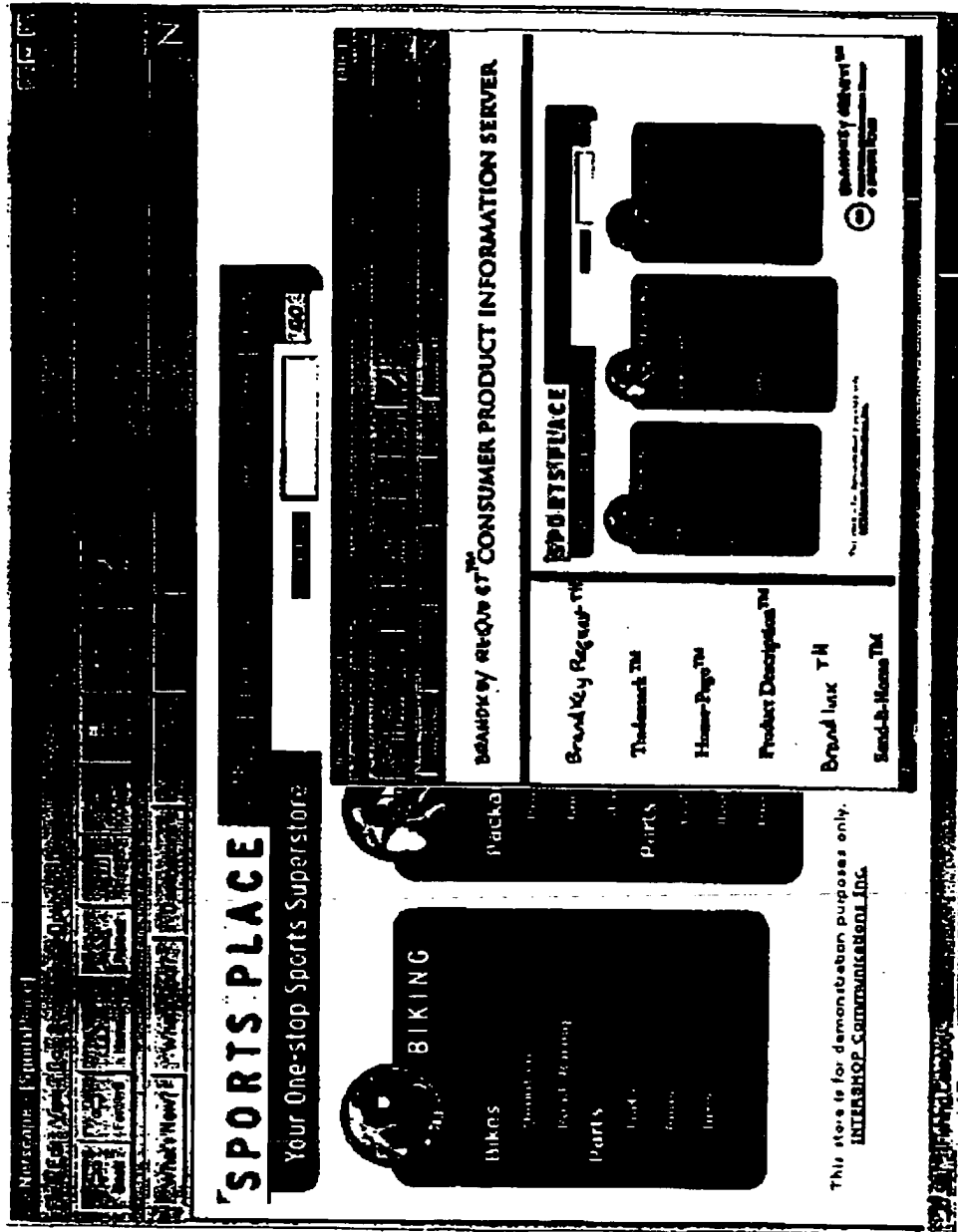


FIG. 402

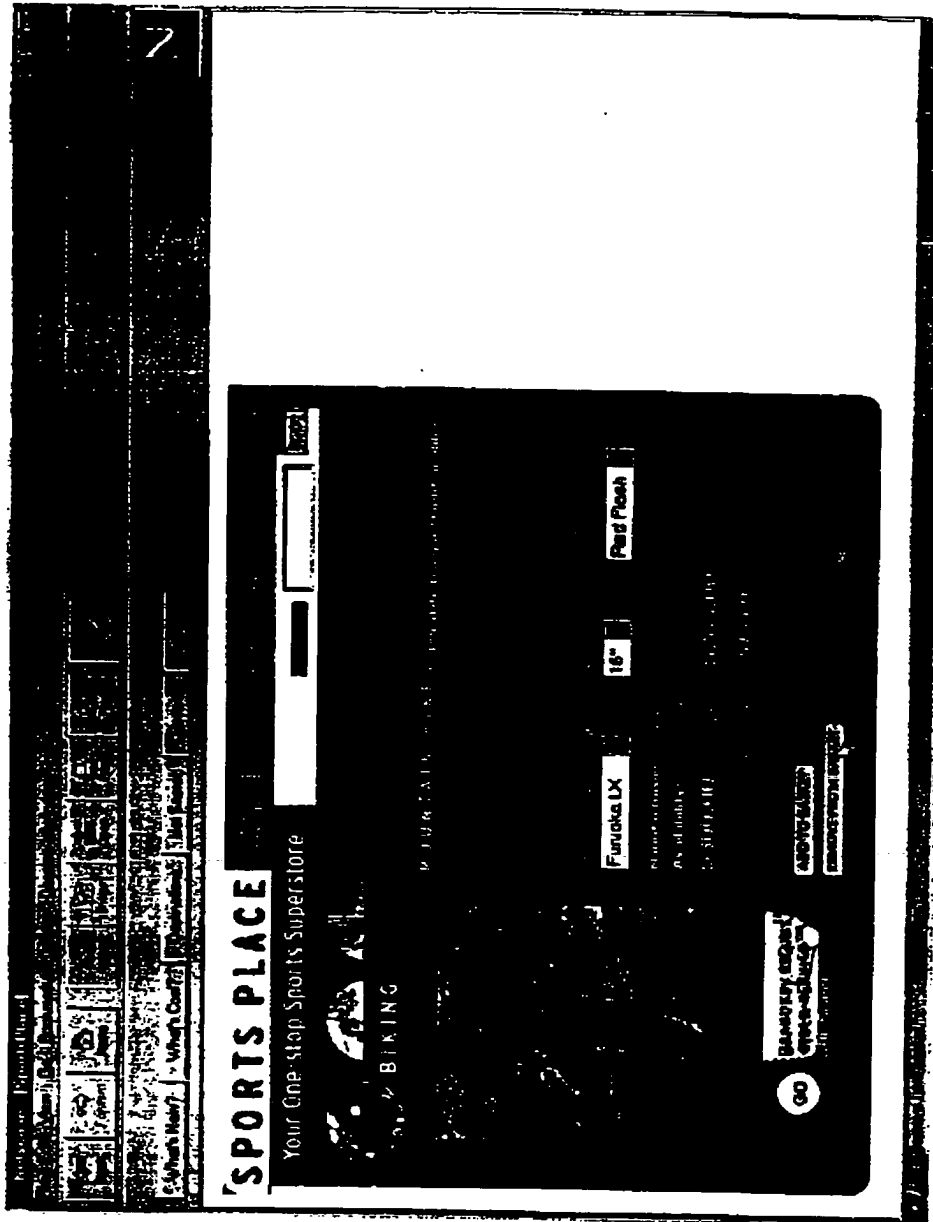


FIG. 4P1

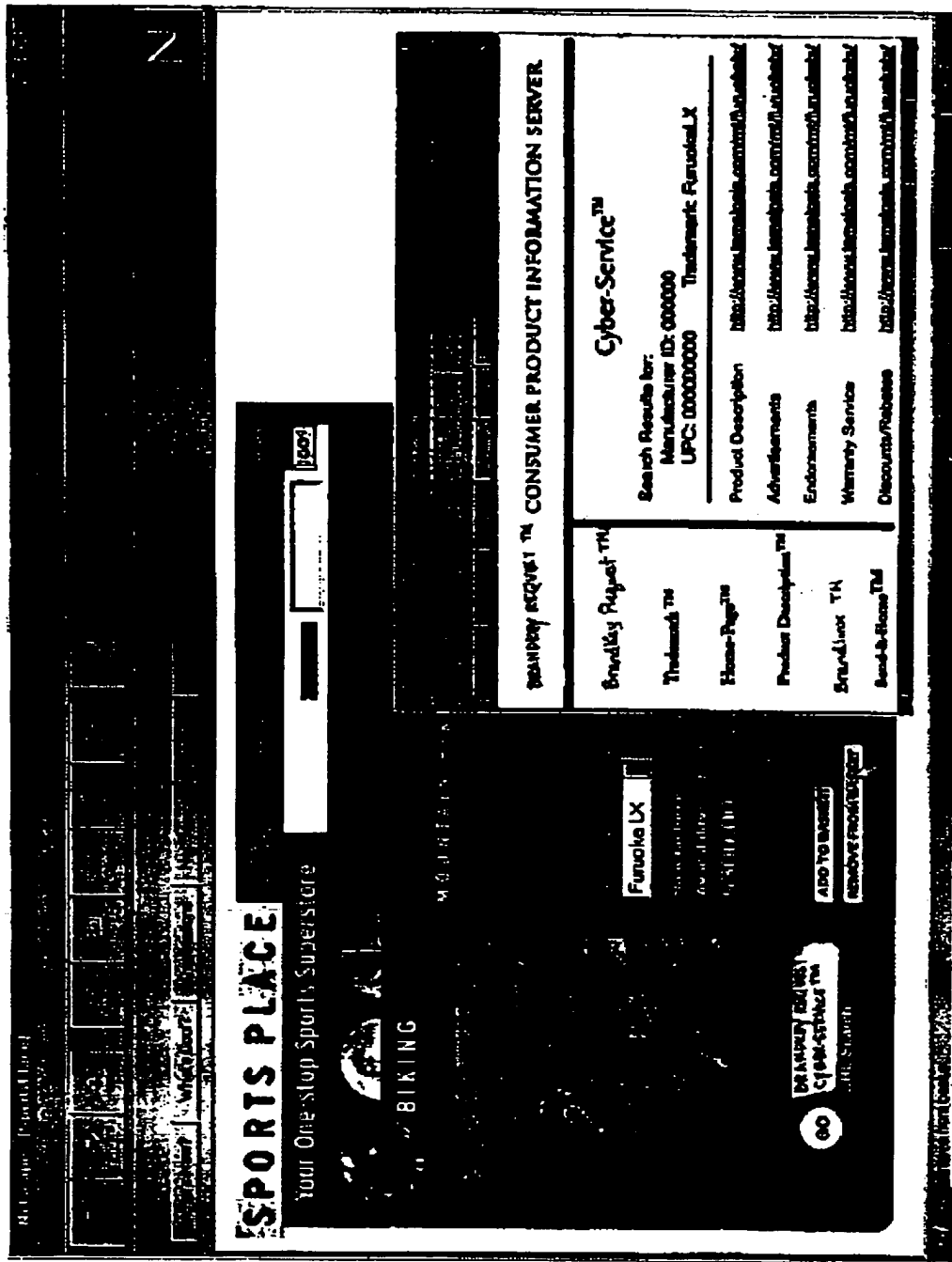


FIG. 4P2

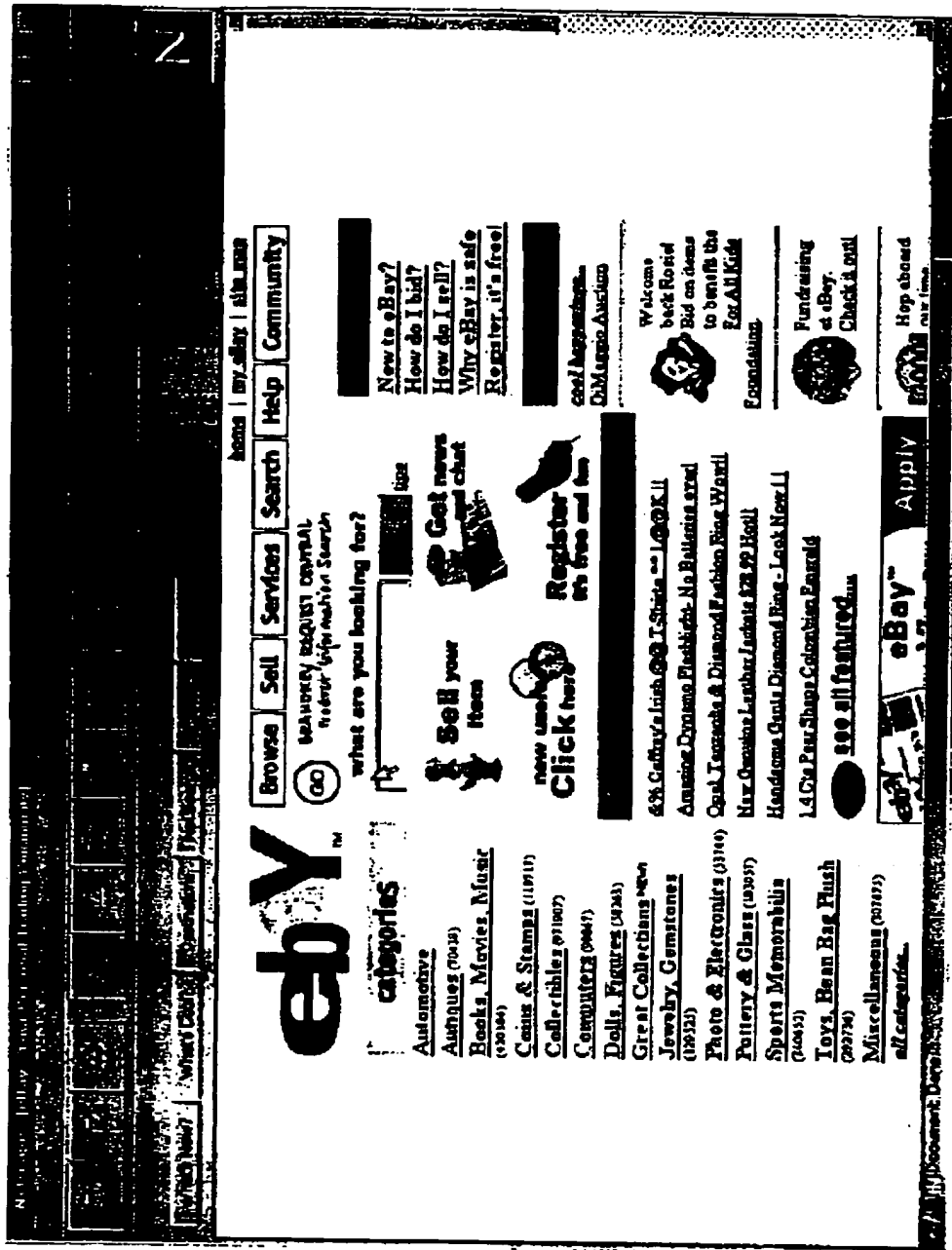


FIG. 4Q1

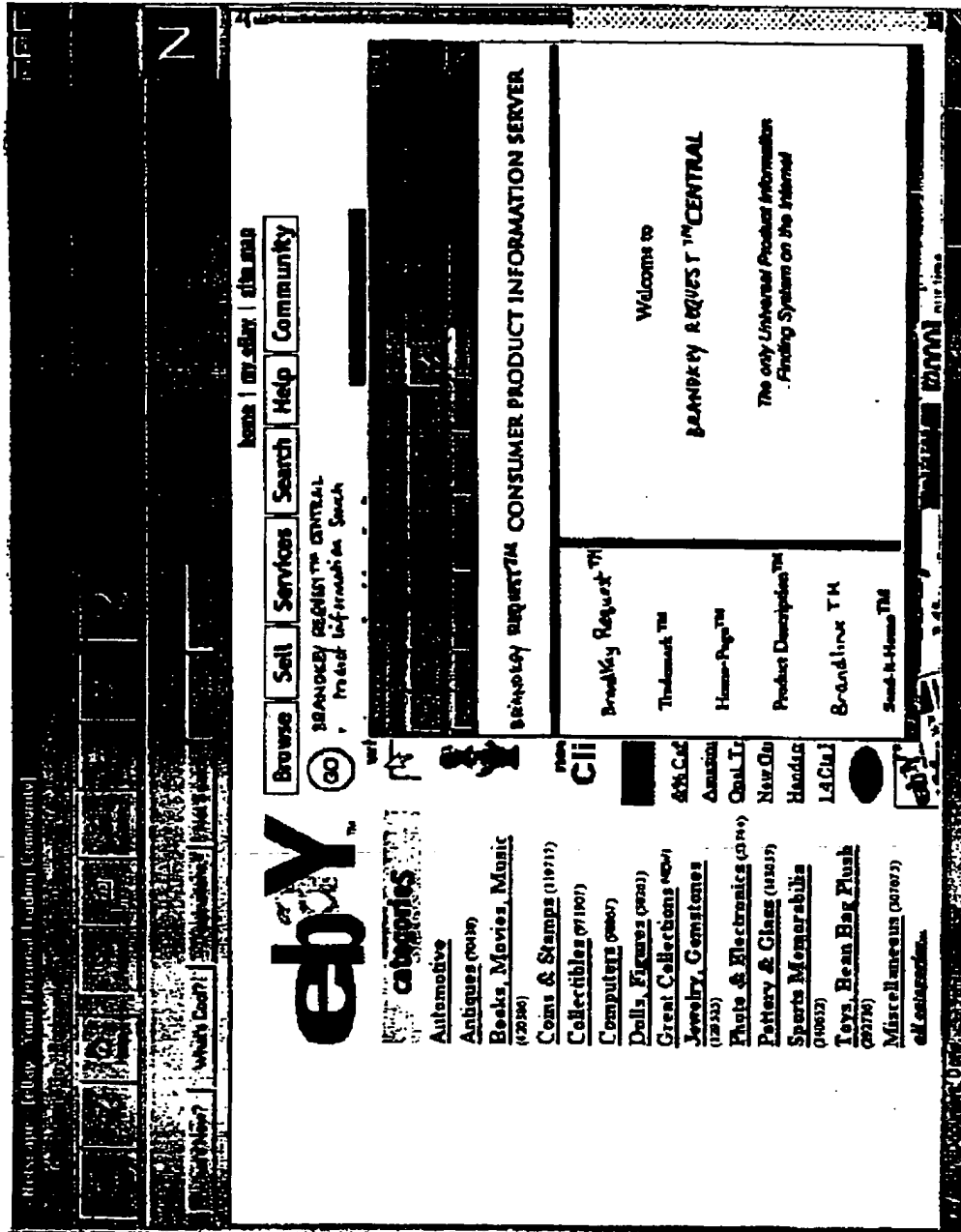
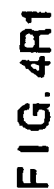


FIG. 4Q2



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FIG. 4R2



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Intellectual Property Advocacy

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"To own an invention, one must claim the invention;
To claim the invention, one must oppose the invention in words."

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FIG. 4S1



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FIG. 4S2

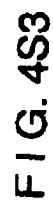


FIG. 4S3

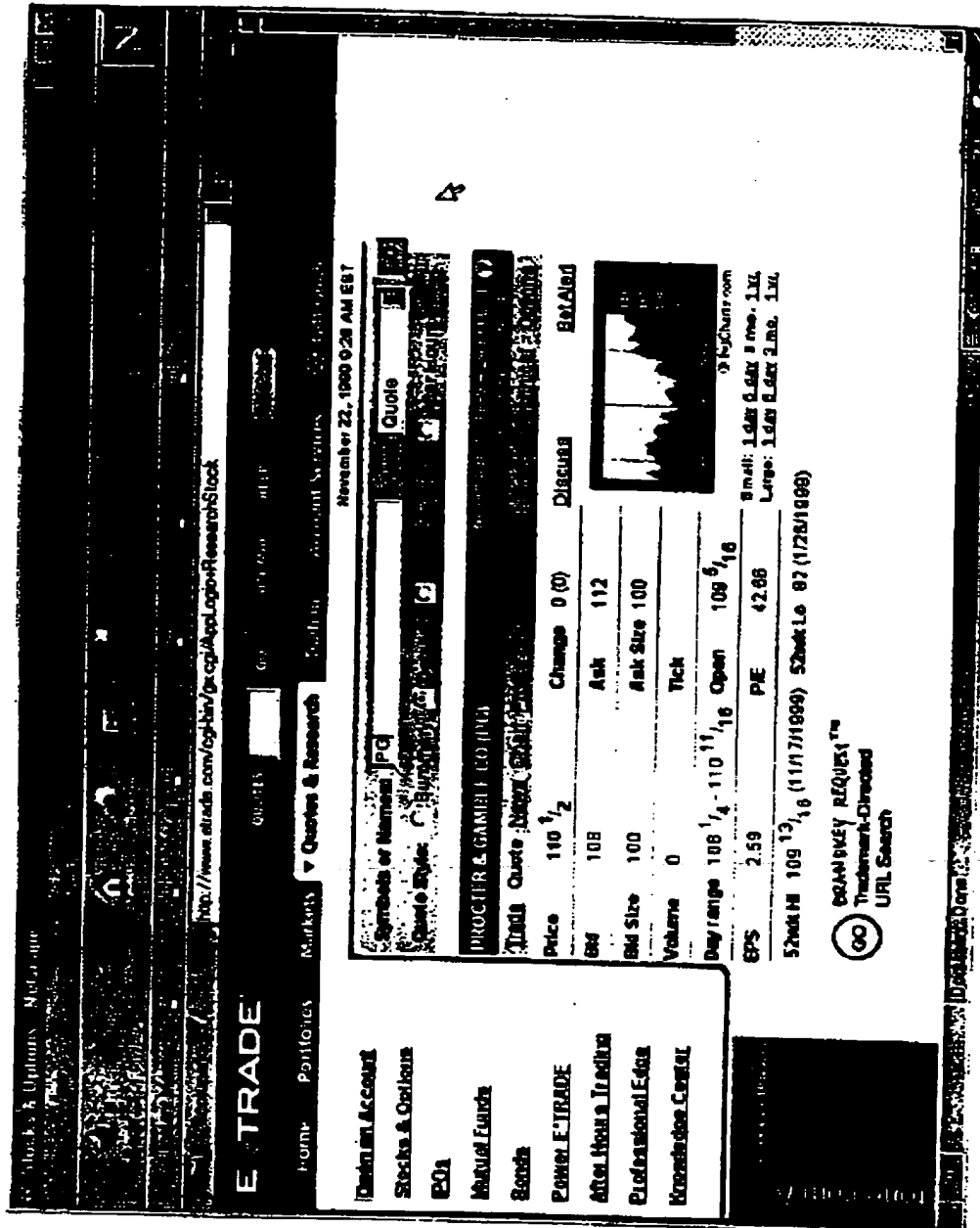


FIG. 4T1

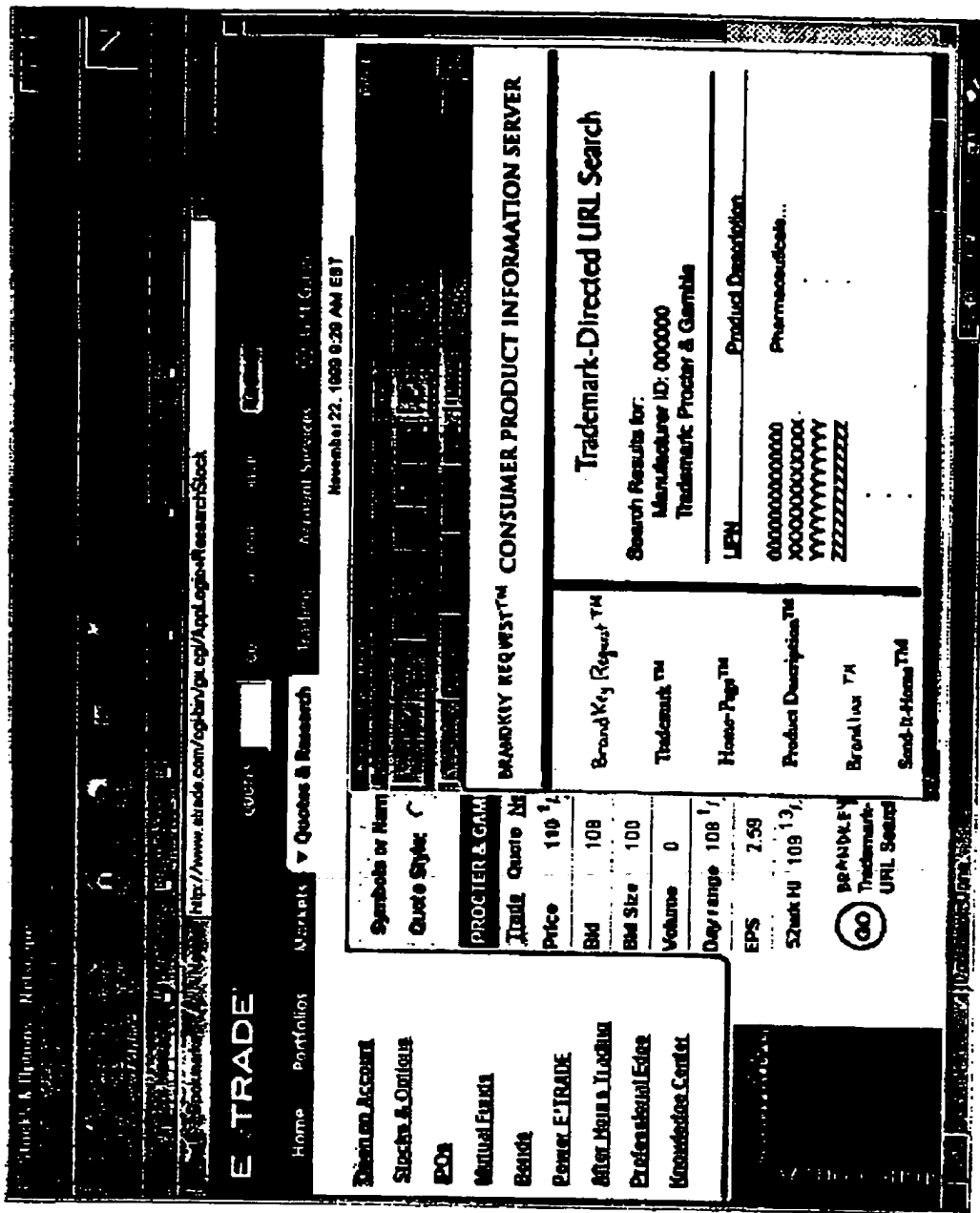


FIG. 4T2

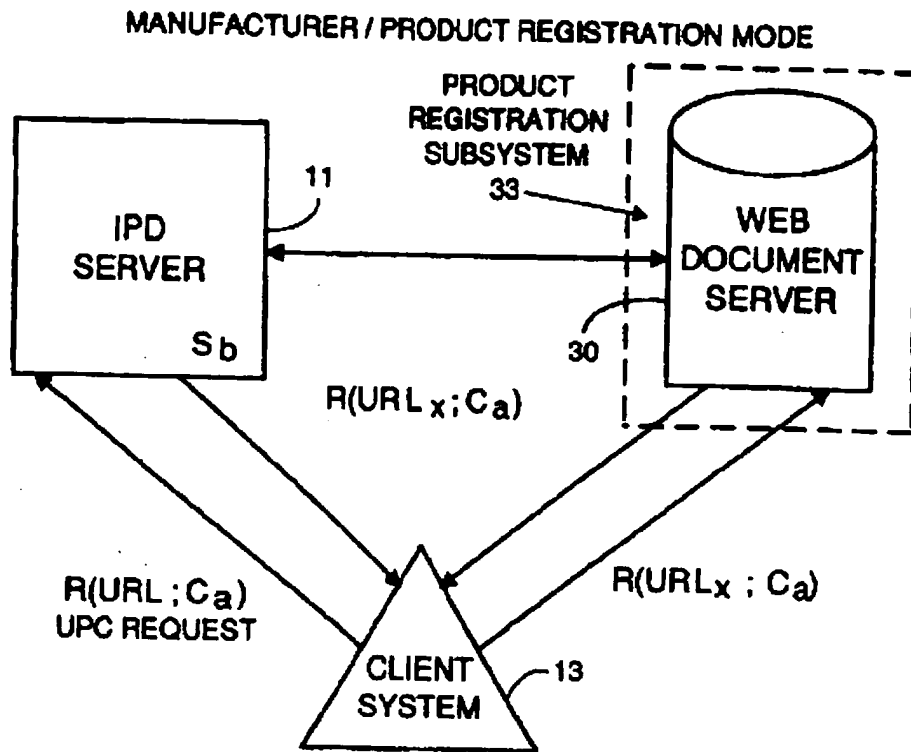


FIG. 5A

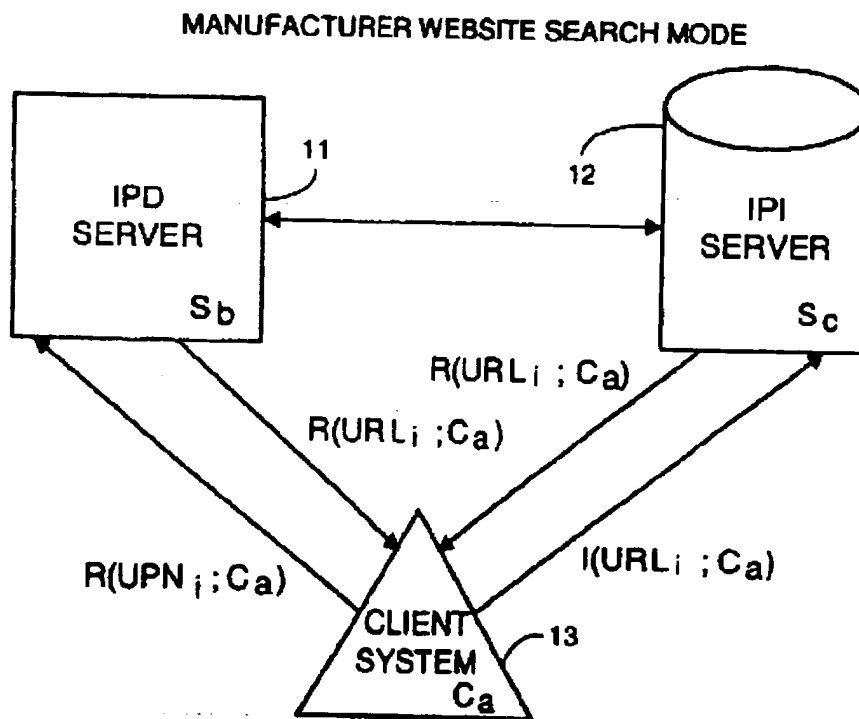


FIG. 5B

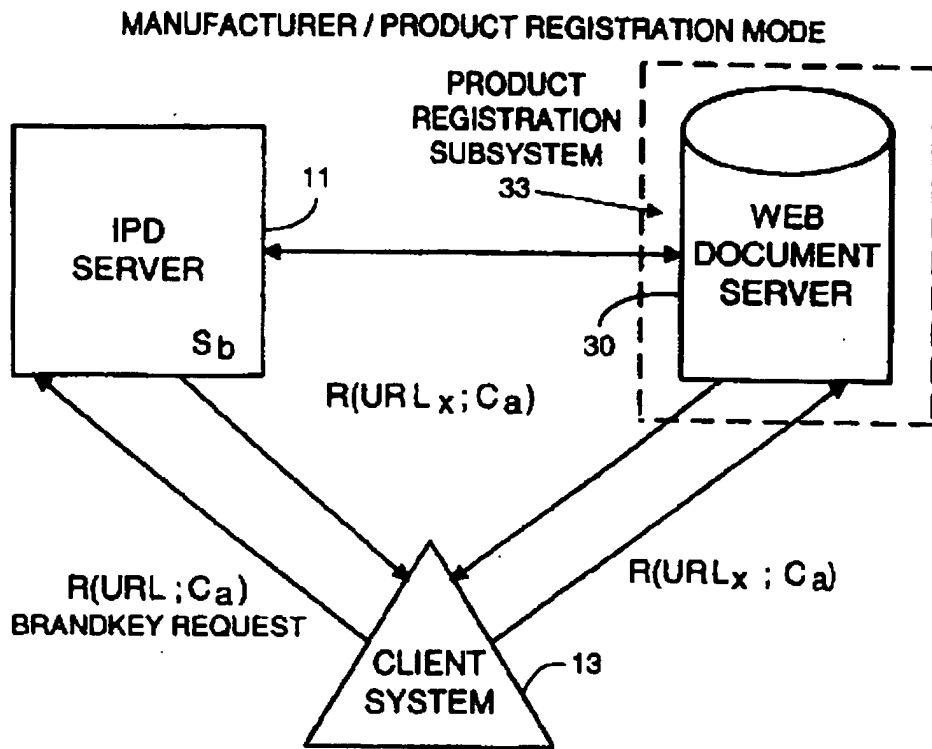


FIG. 5A

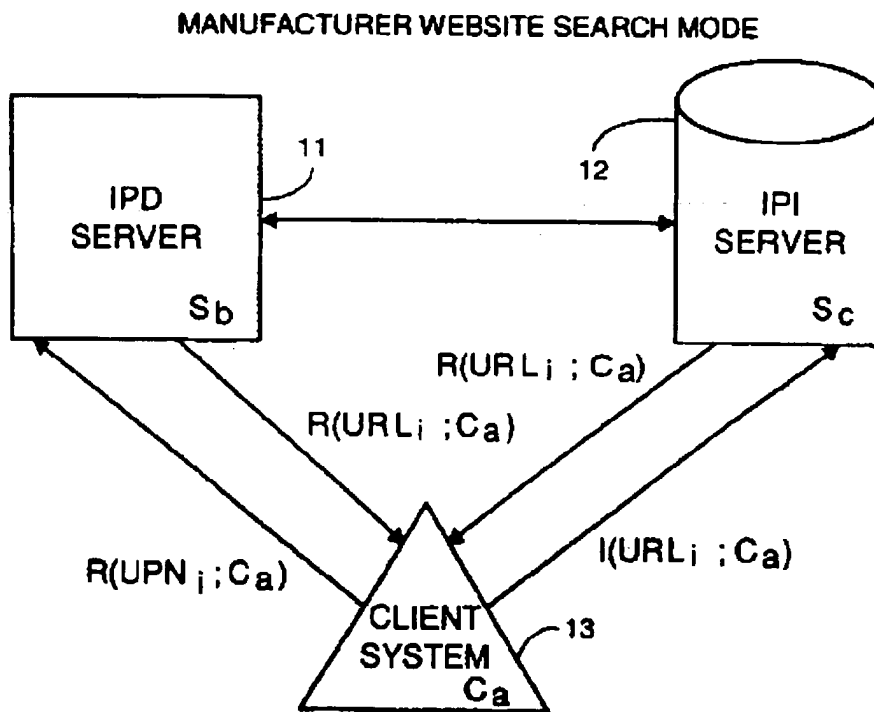


FIG. 5B

UPN - DIRECTED INFORMATION ACCESS MODE

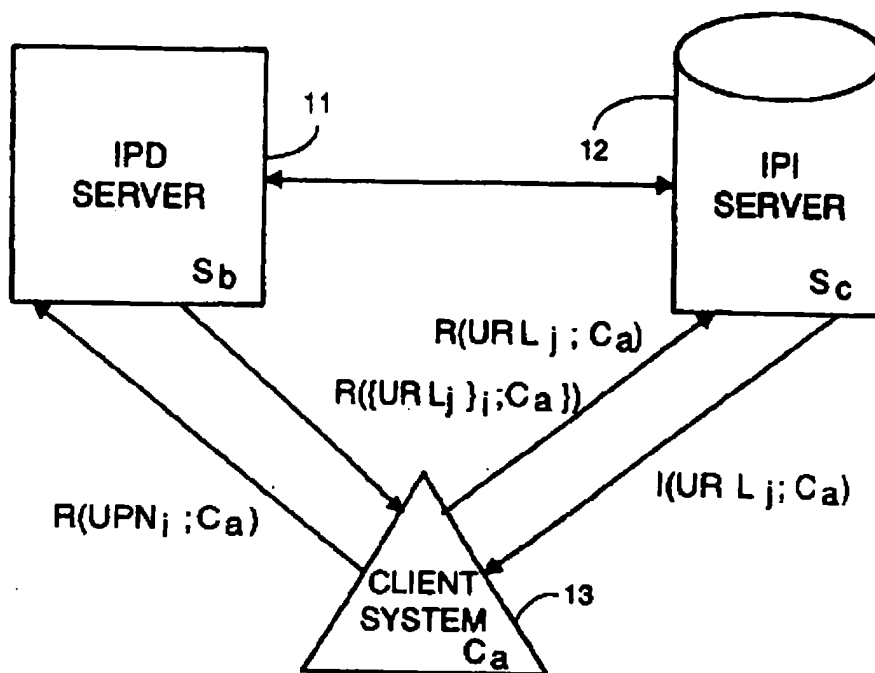


FIG. 5C

TRADE - MARK DIRECTED SEARCH MODE

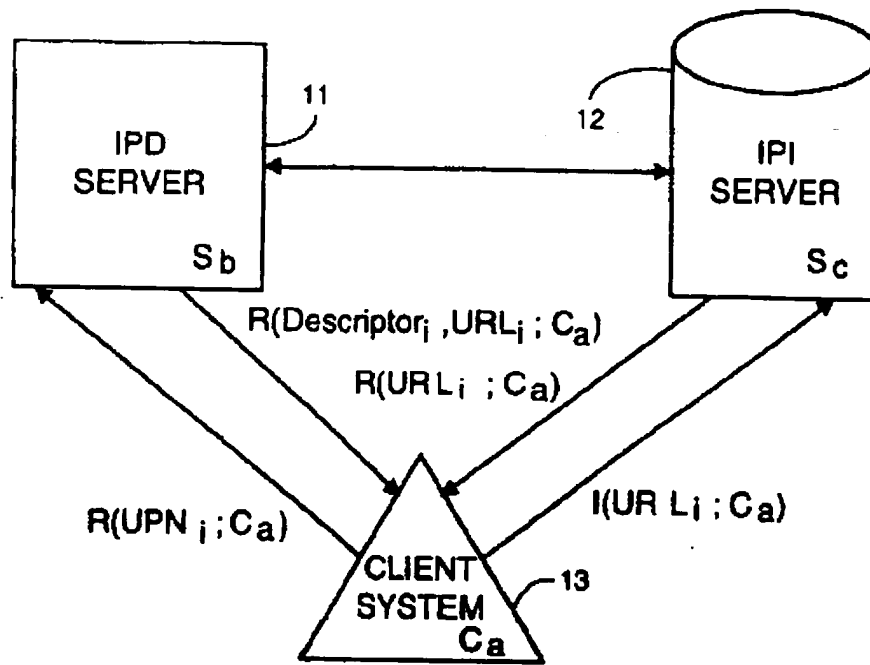


FIG. 5D

PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

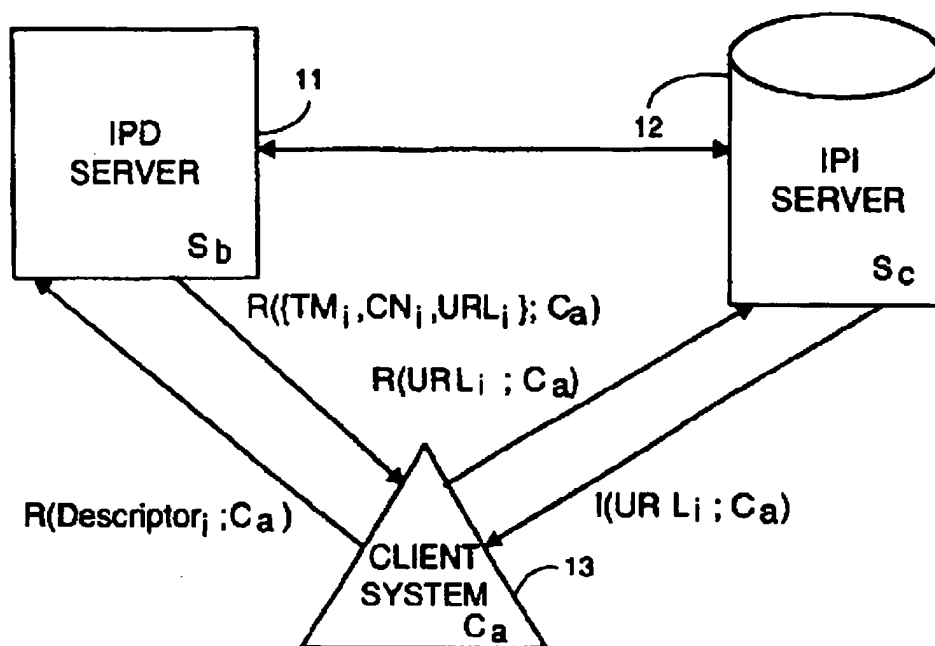


FIG. 5E

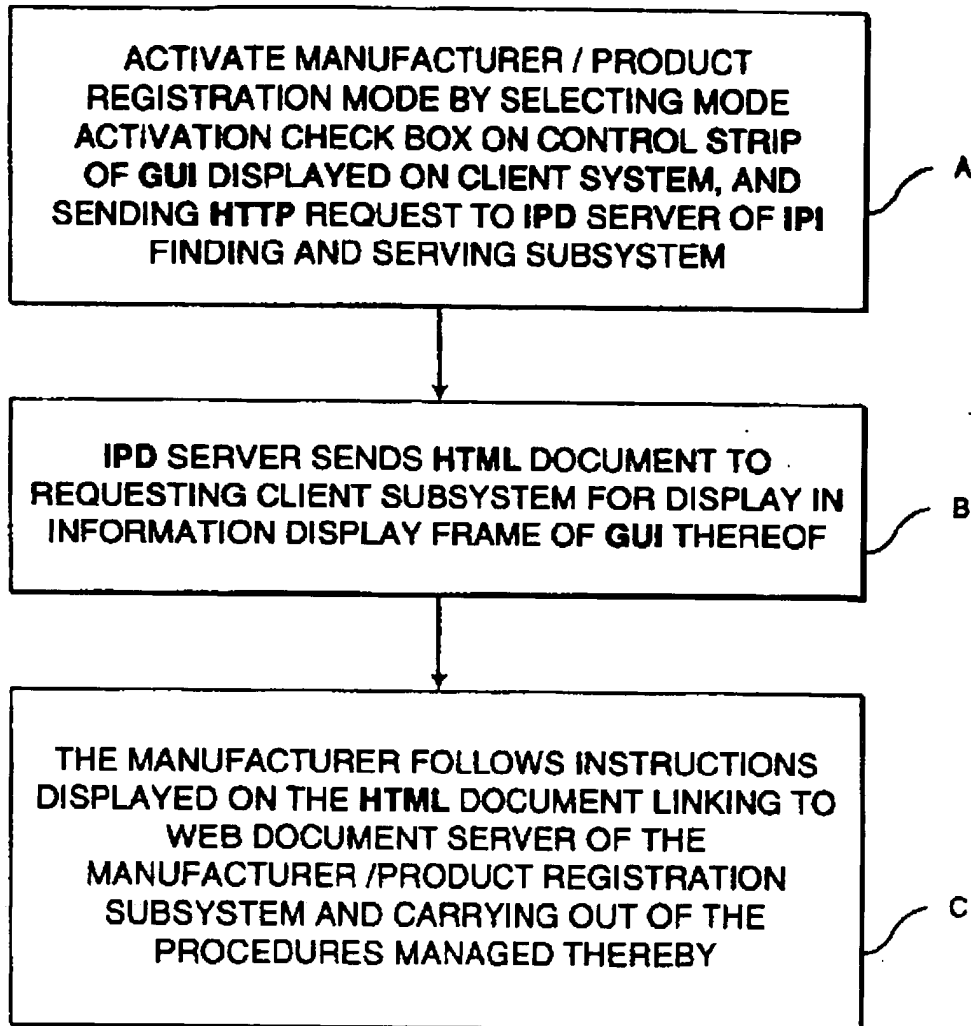


FIG. 6A

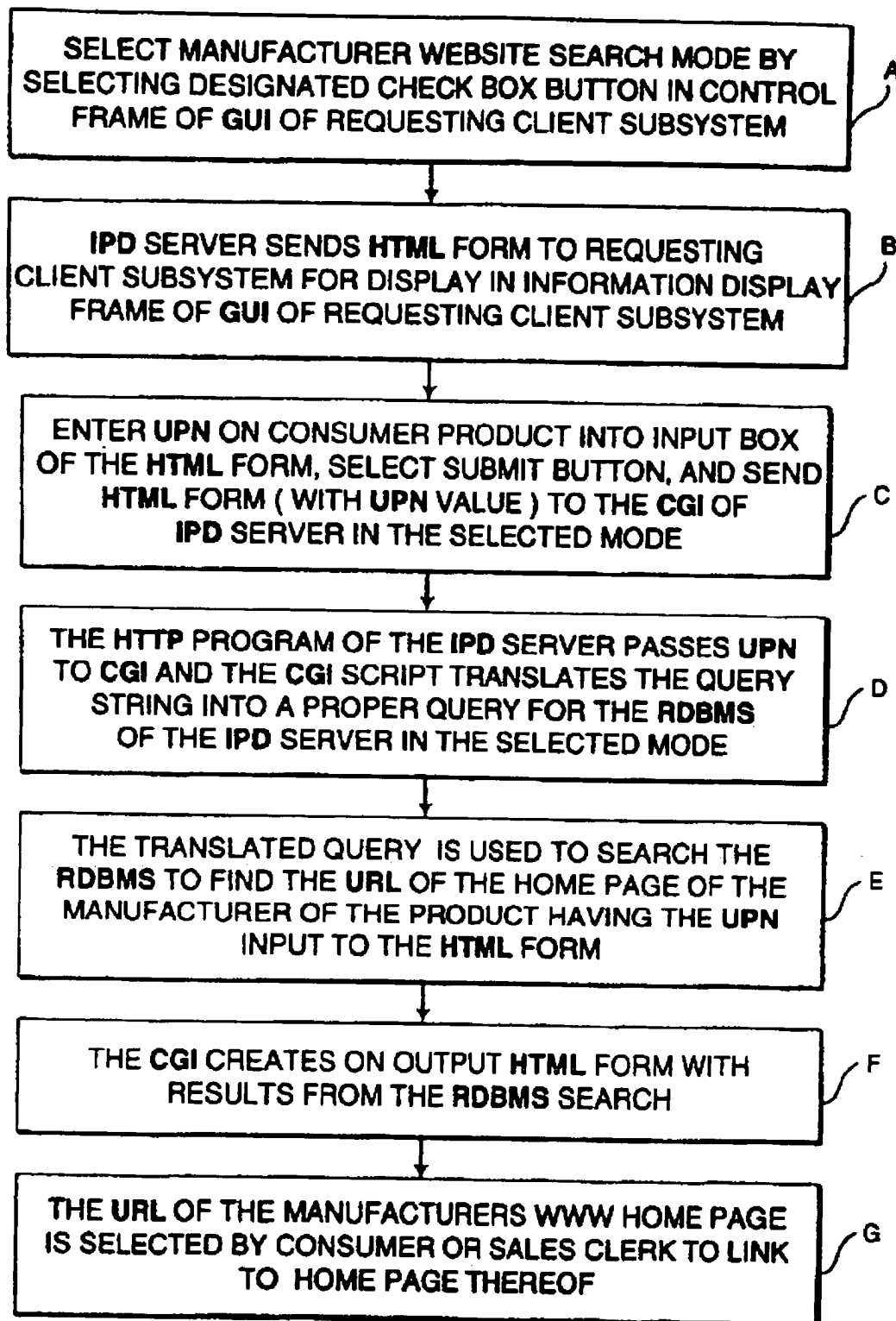


FIG. 6B

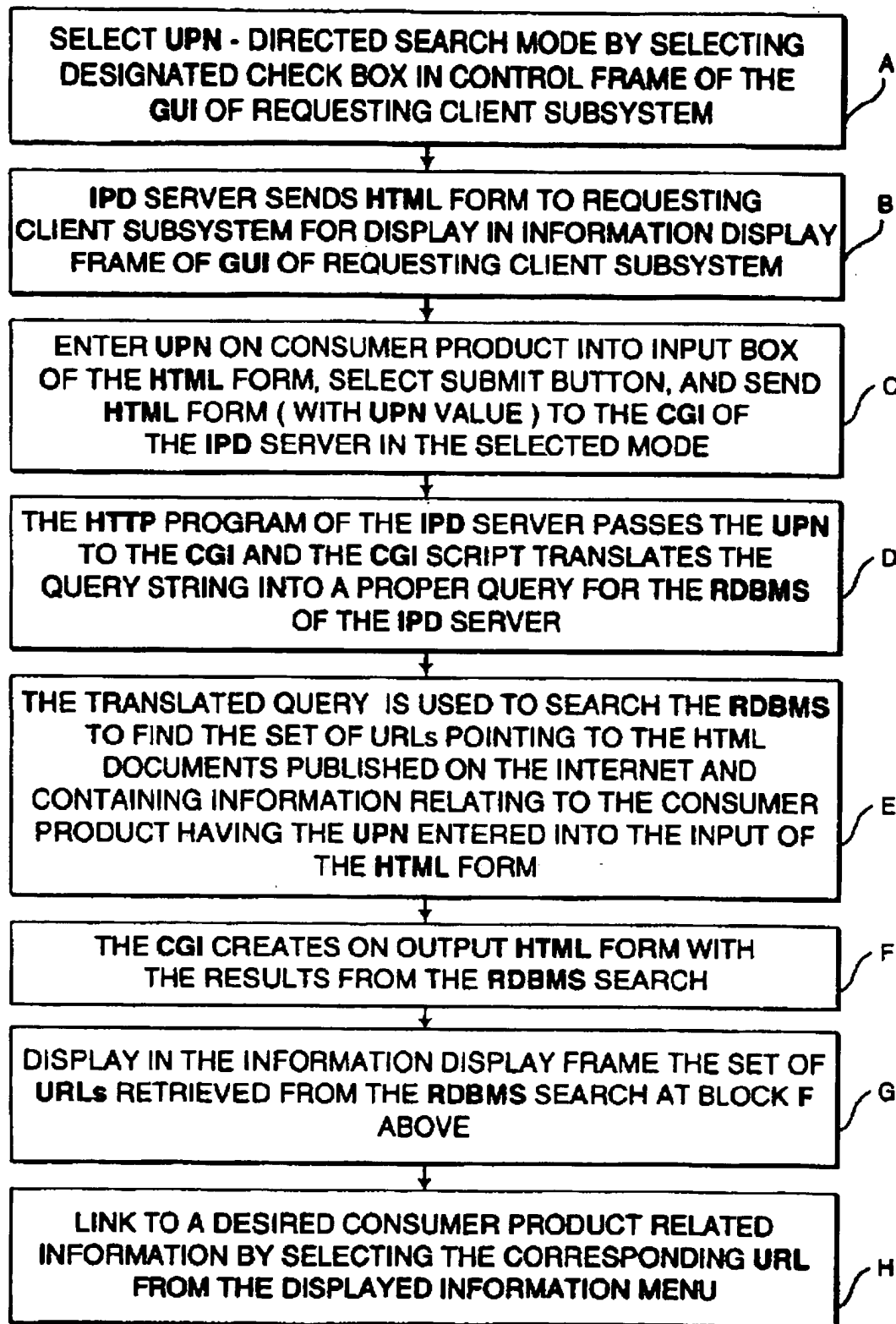


FIG. 6C

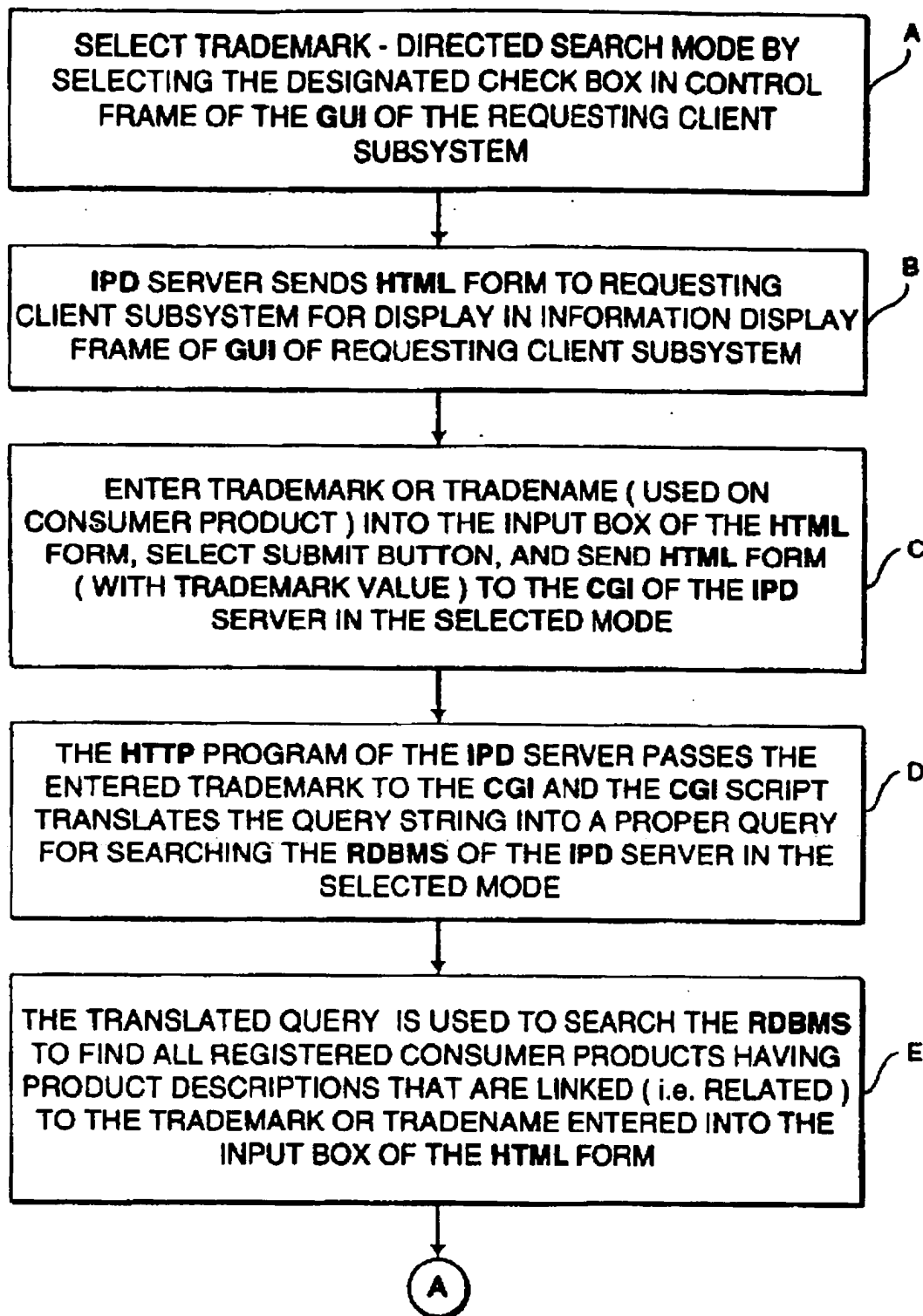


FIG. 6D1

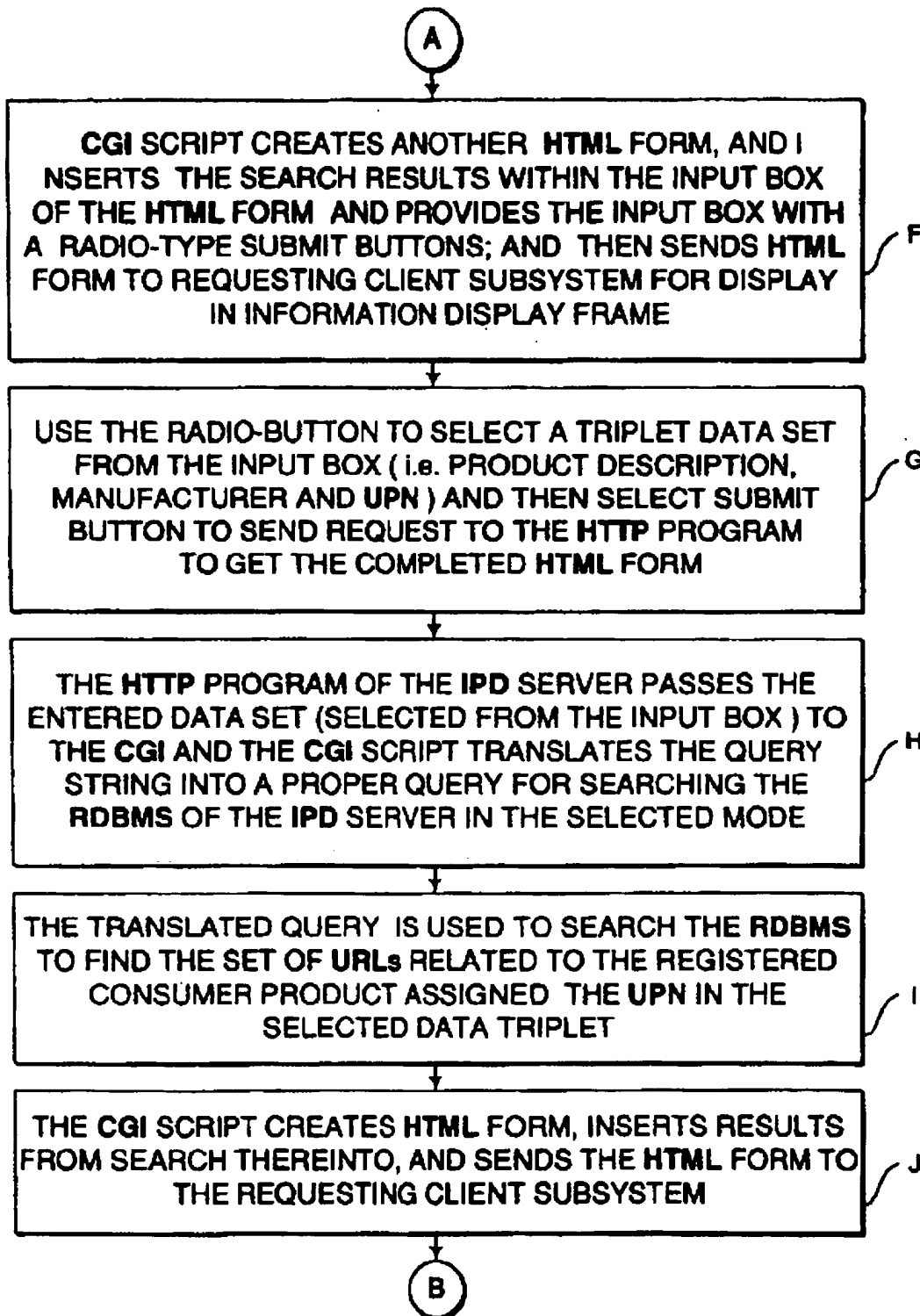


FIG. 6D2

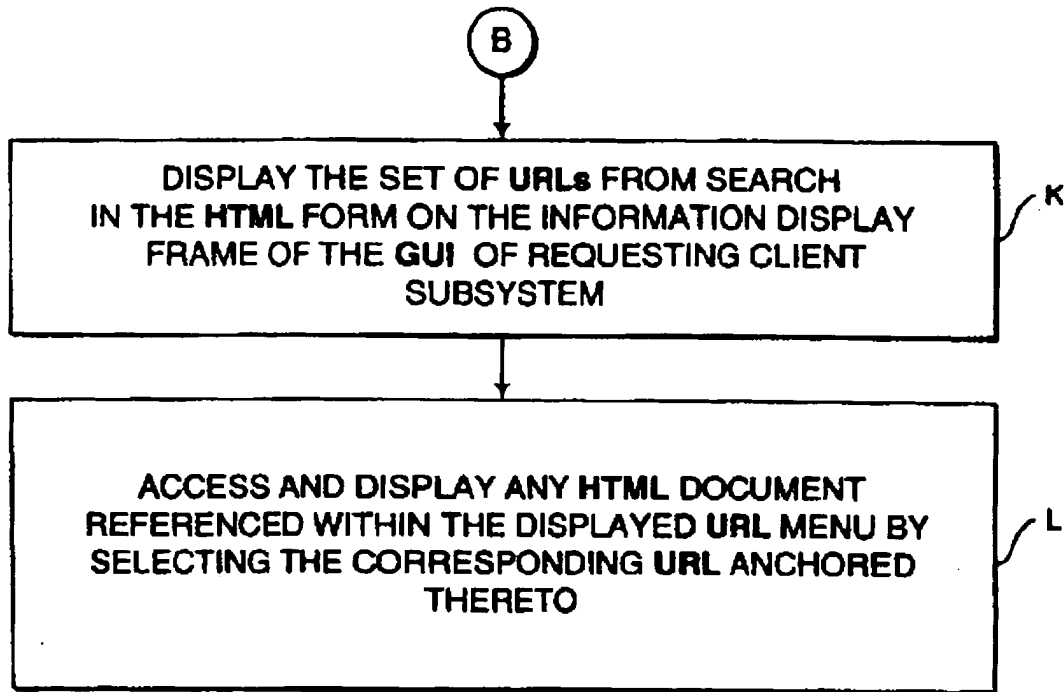


FIG. 6D3

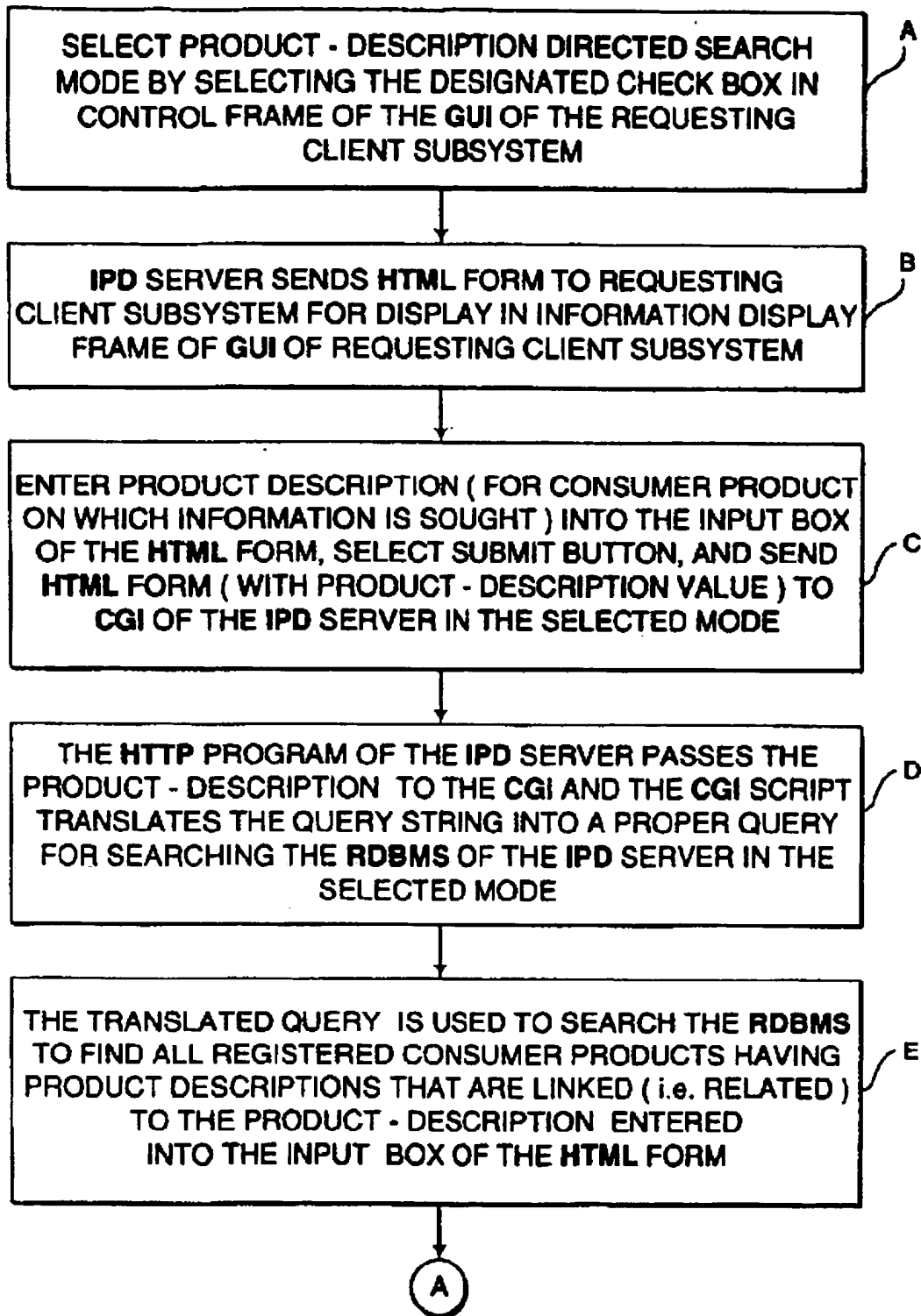


FIG. 6E1

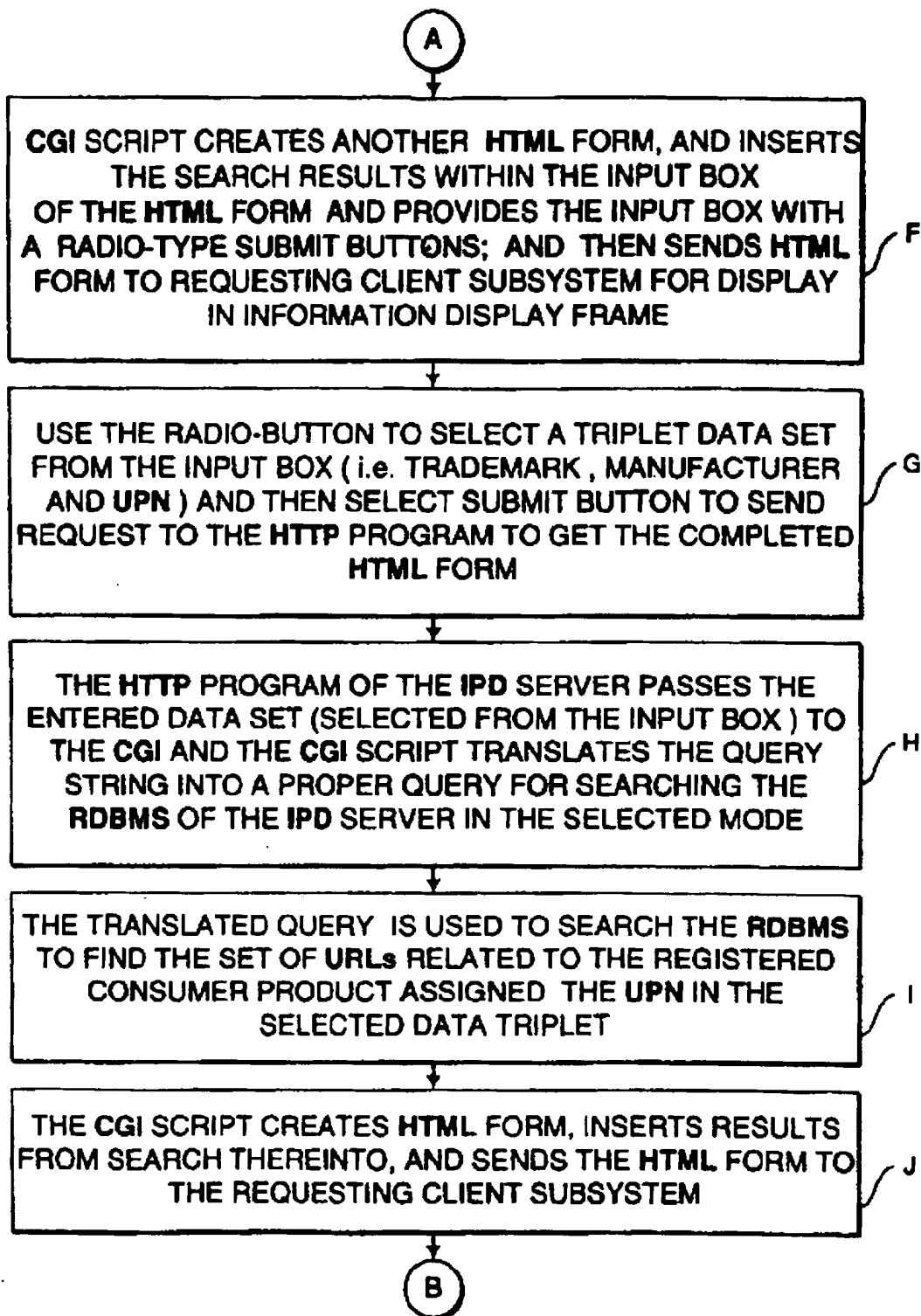


FIG. 6E2

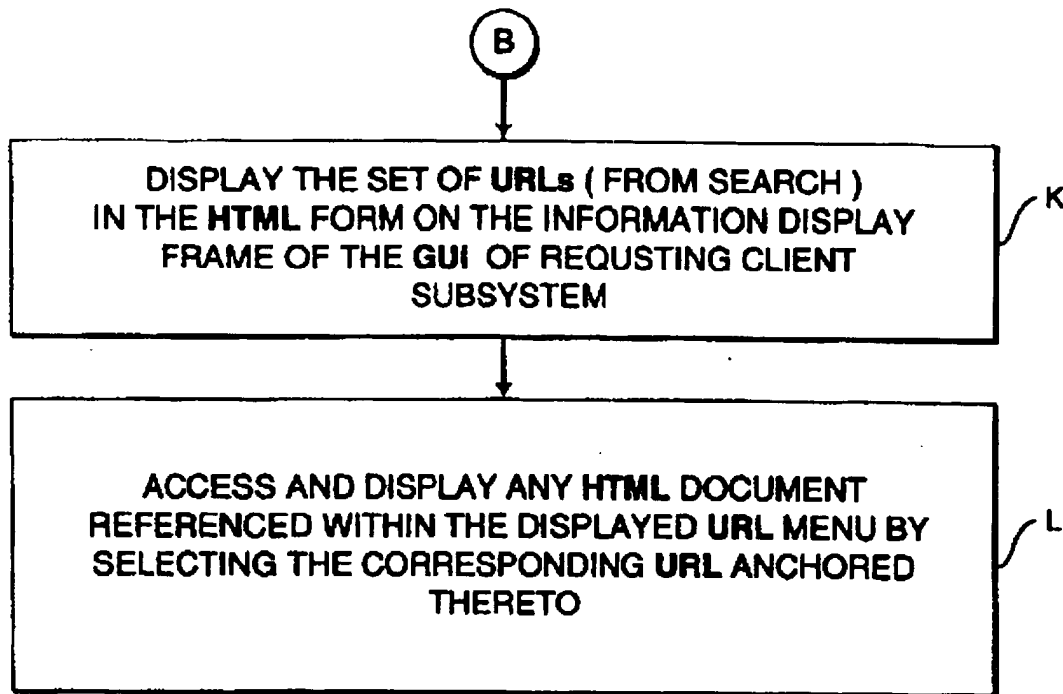
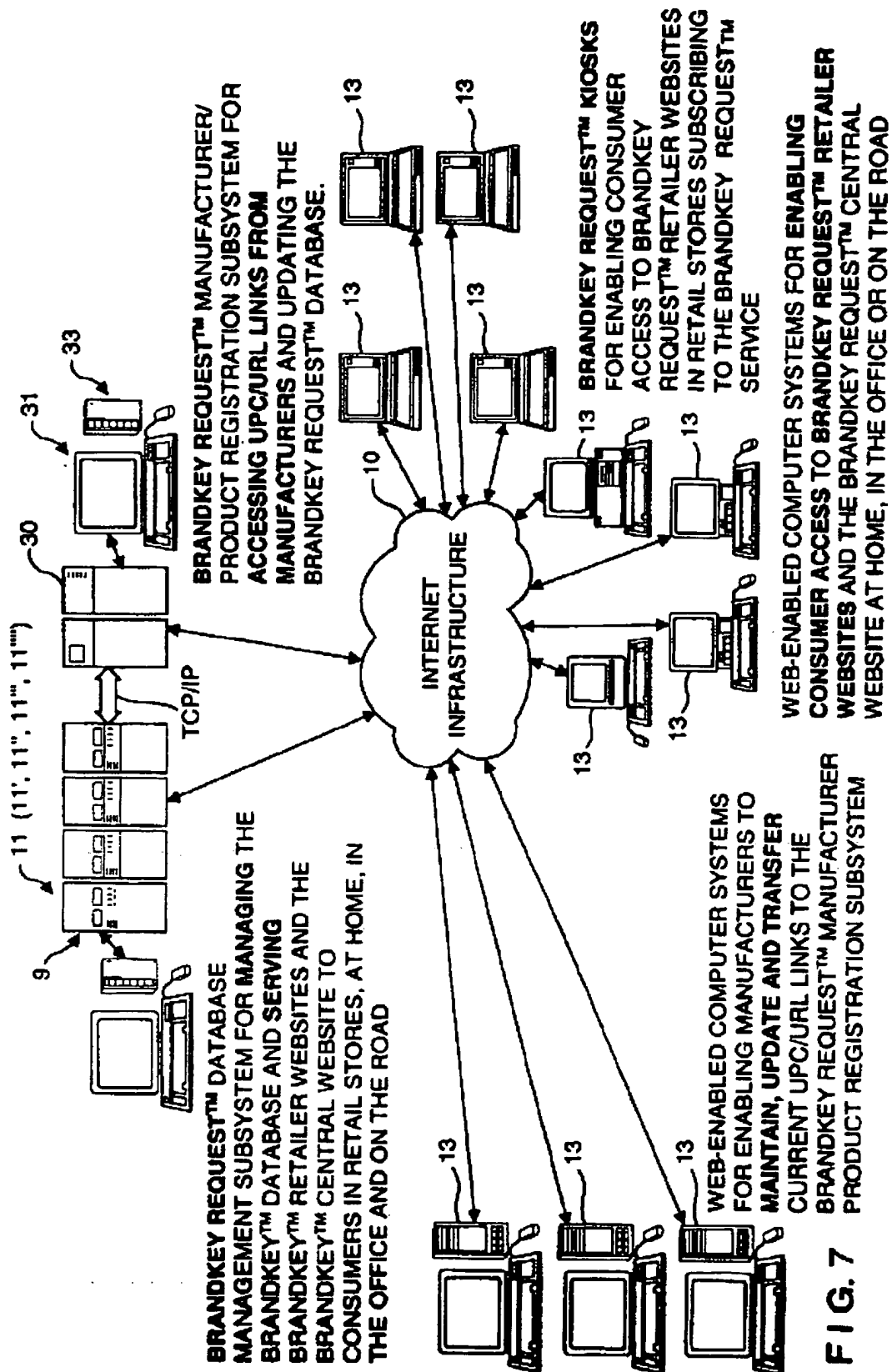
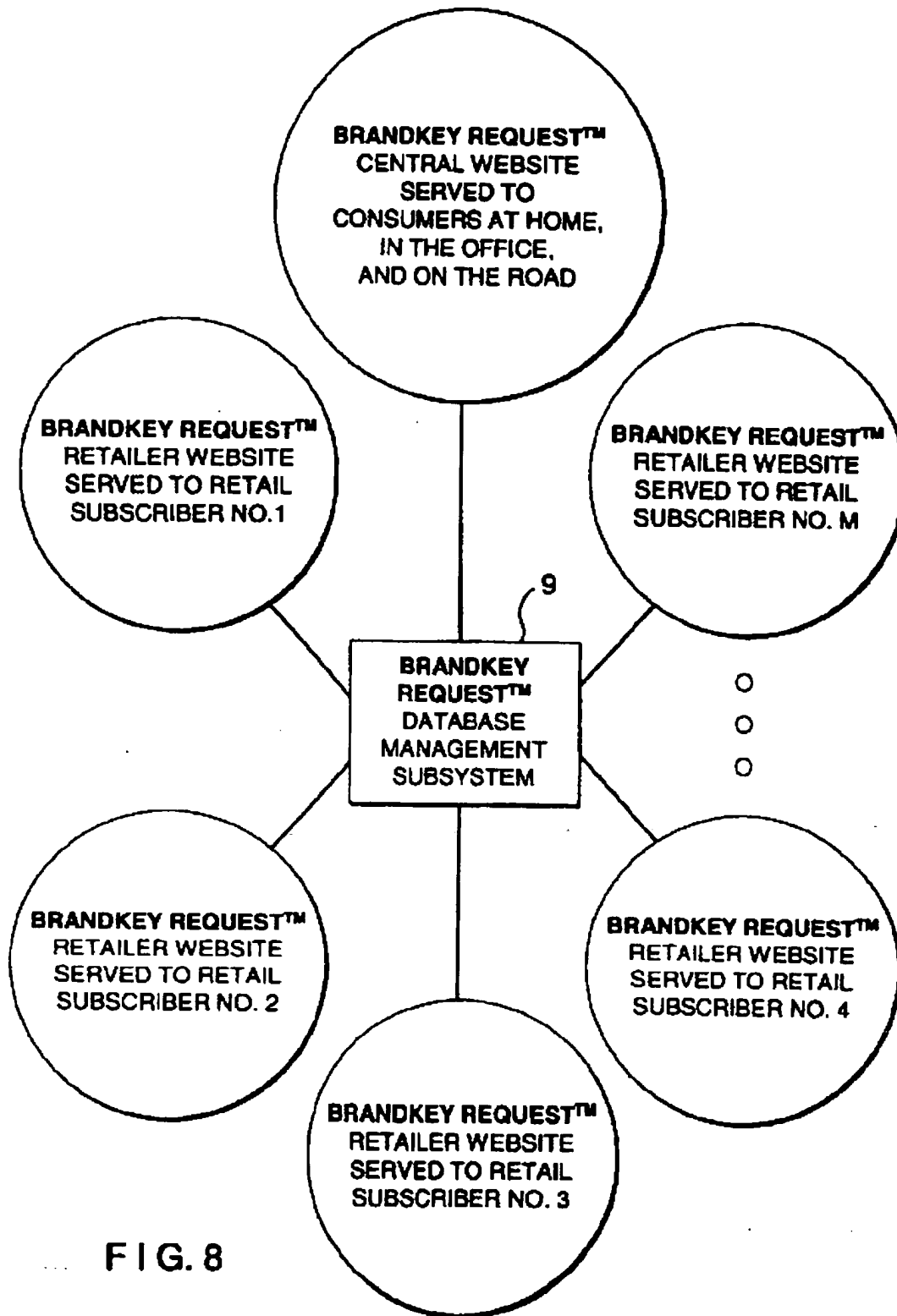


FIG. 6E3

**FIG. 7**

**FIG. 8**

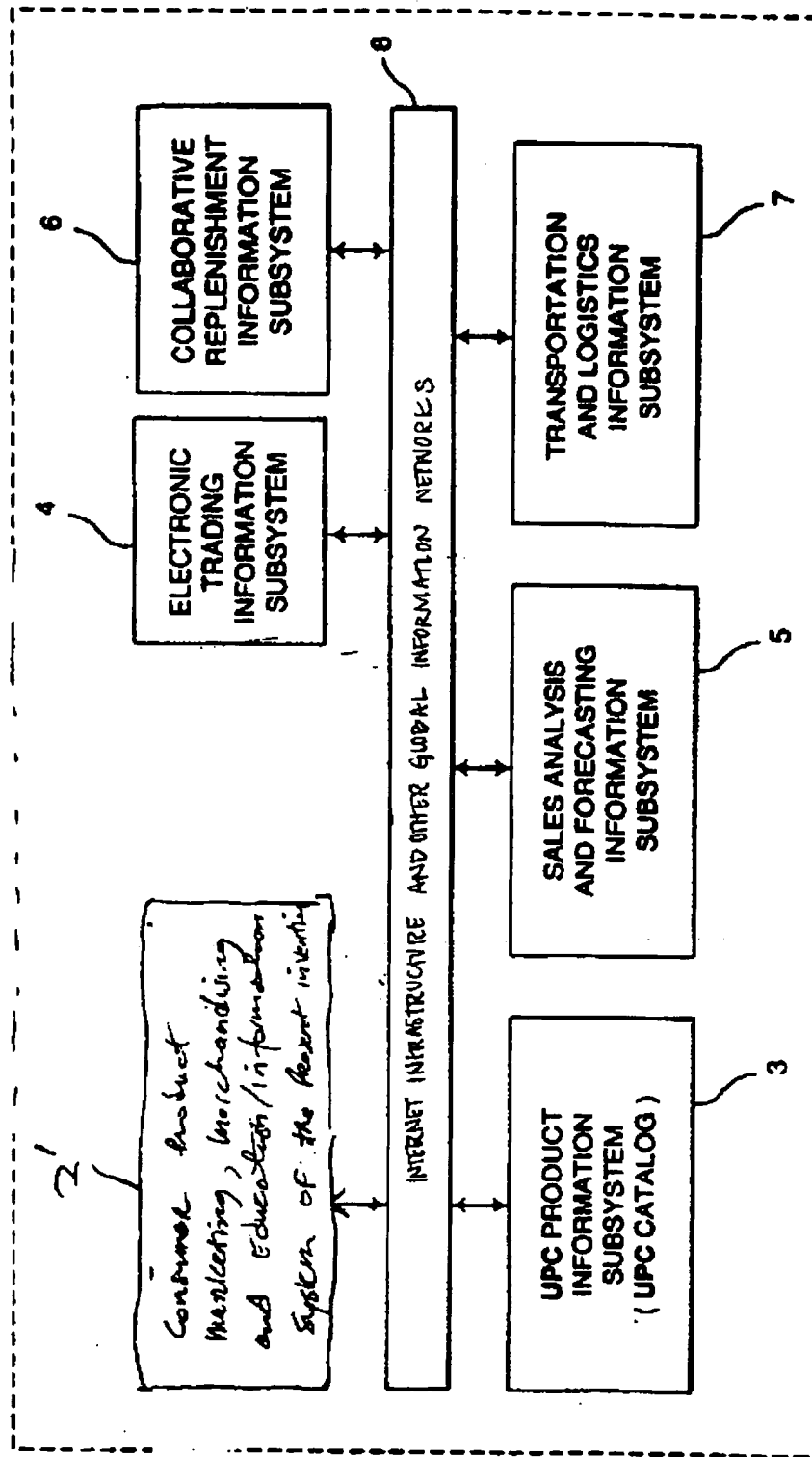


FIG. 9

SECOND ILLUSTRATIVE

EMBODIMENT

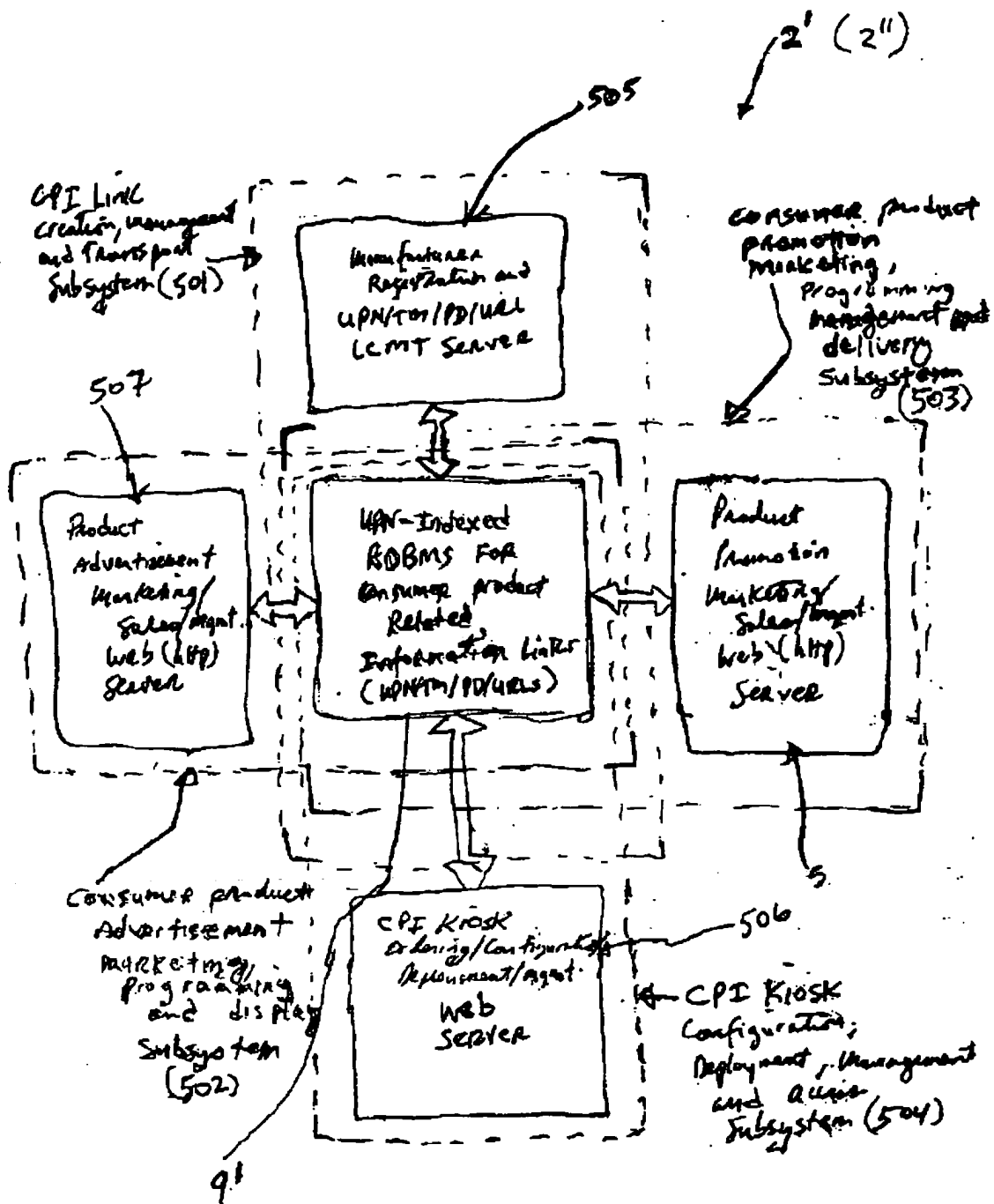


FIG 9A

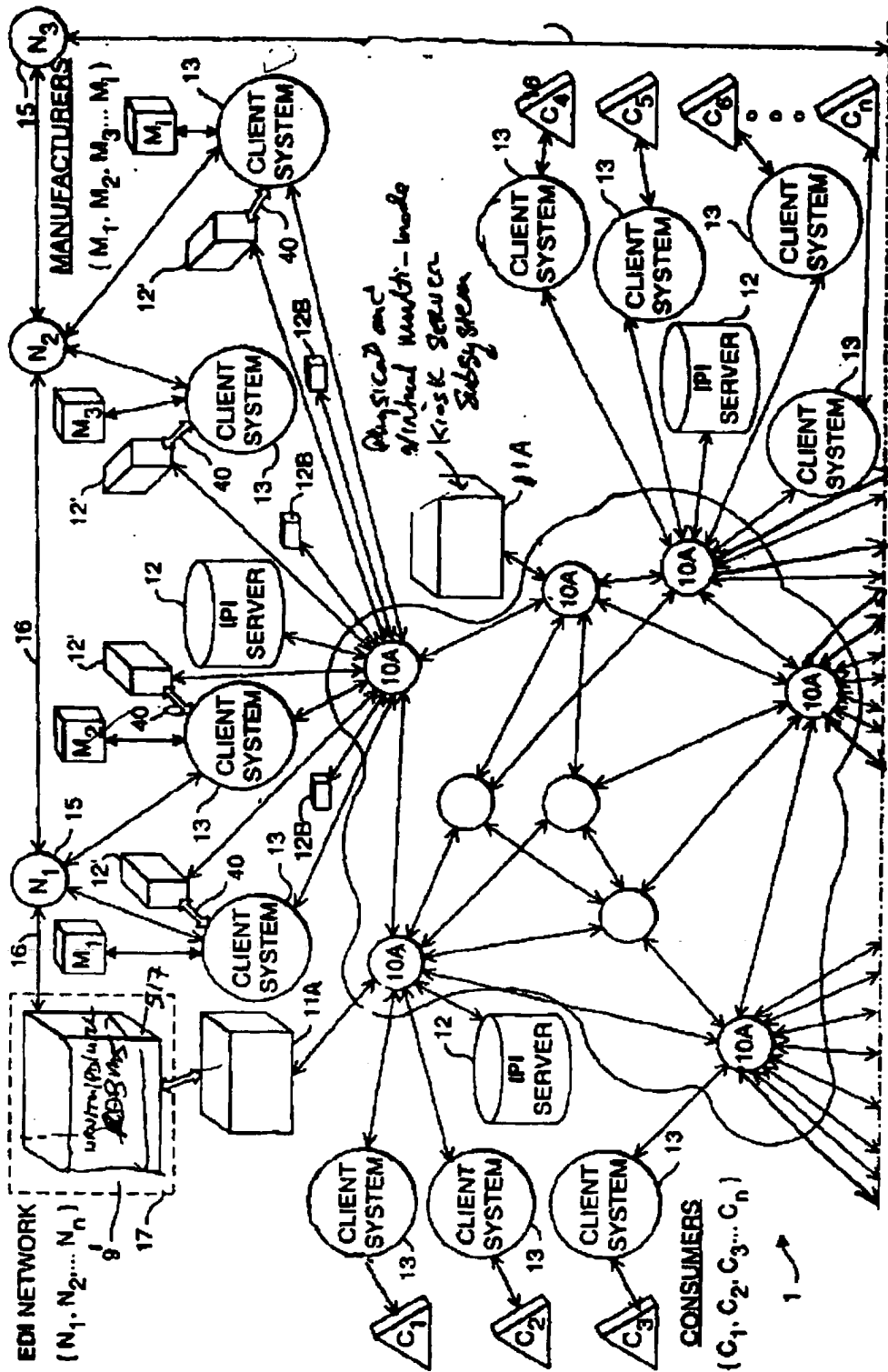
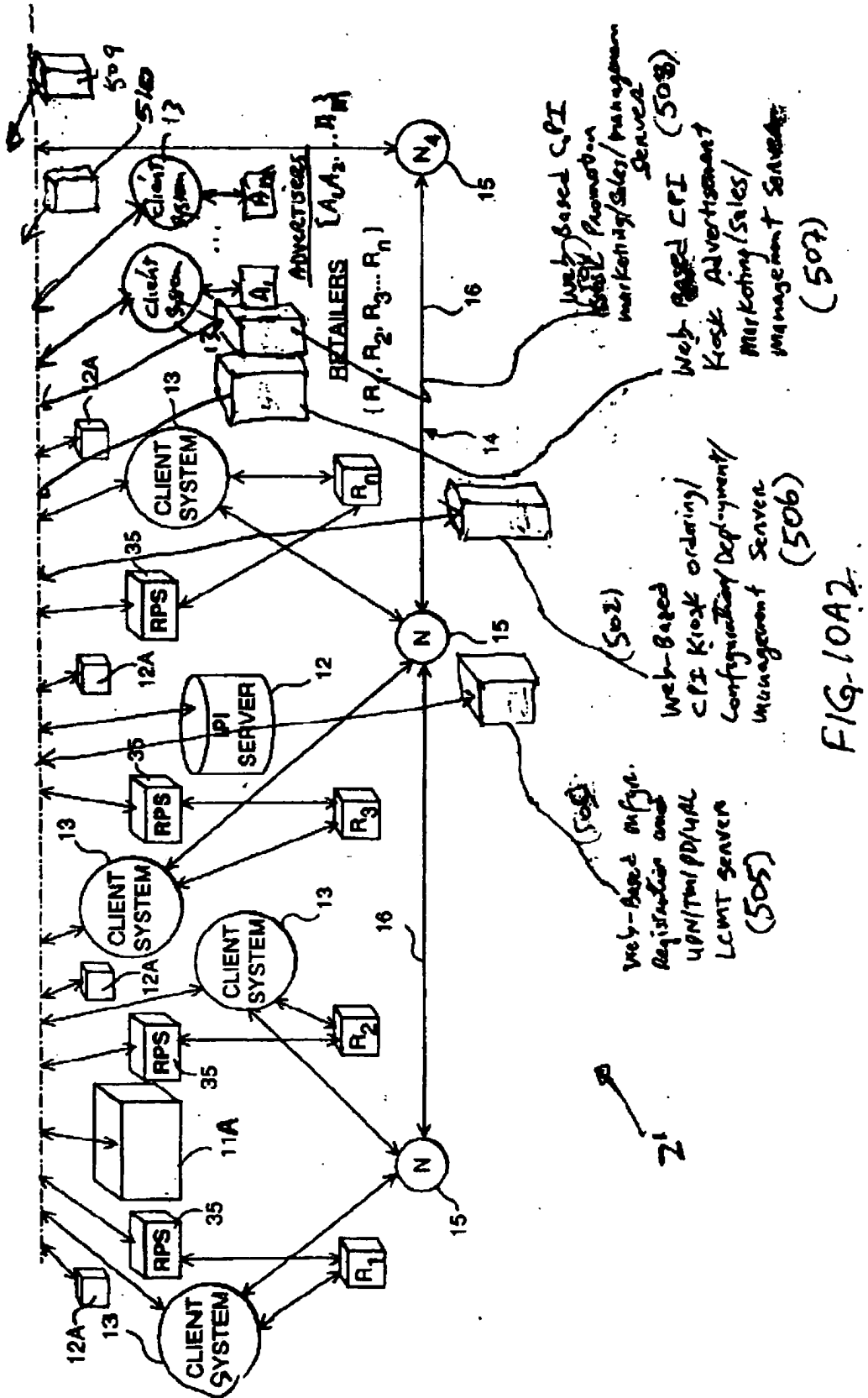


FIG 10AI



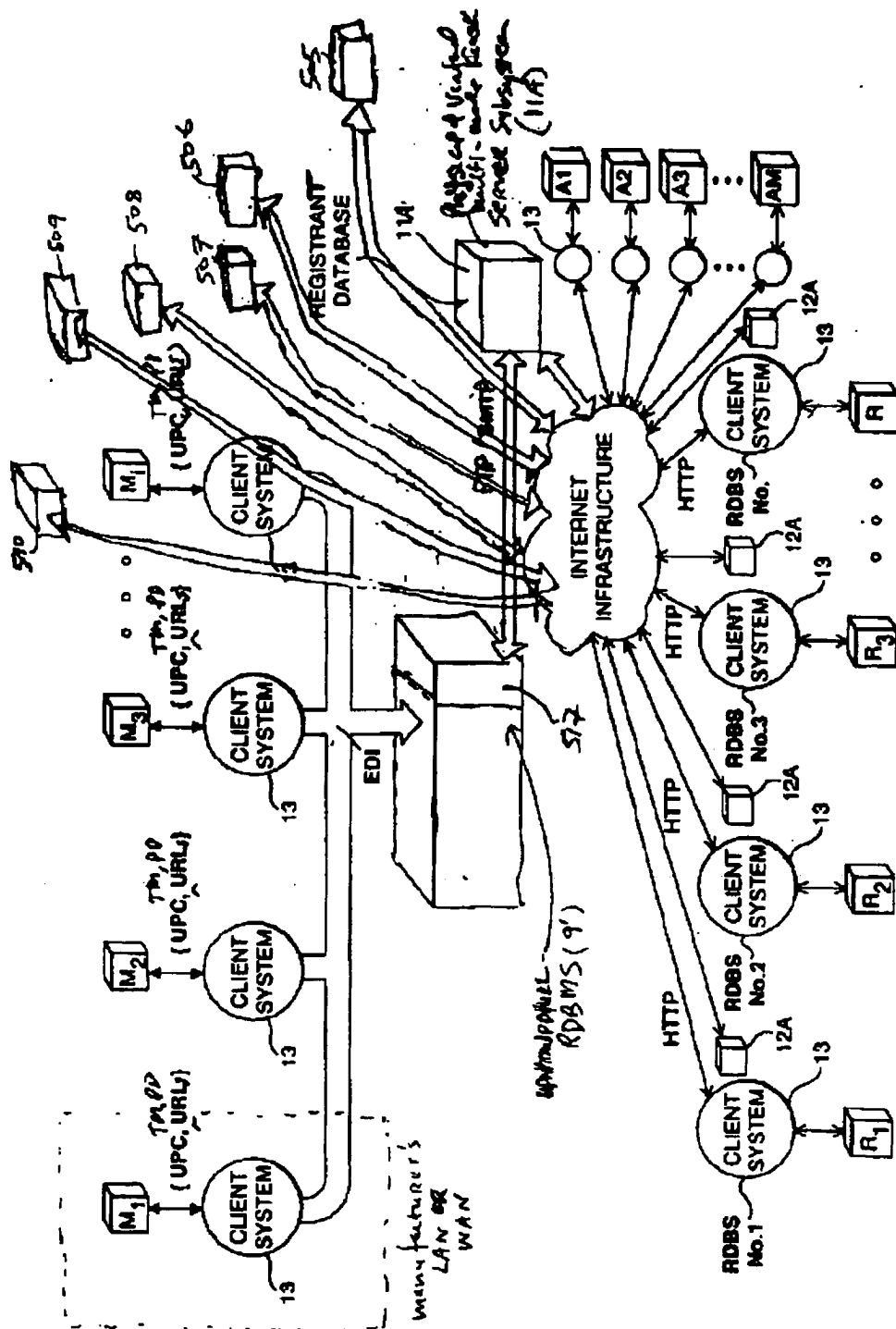


FIG 11

21

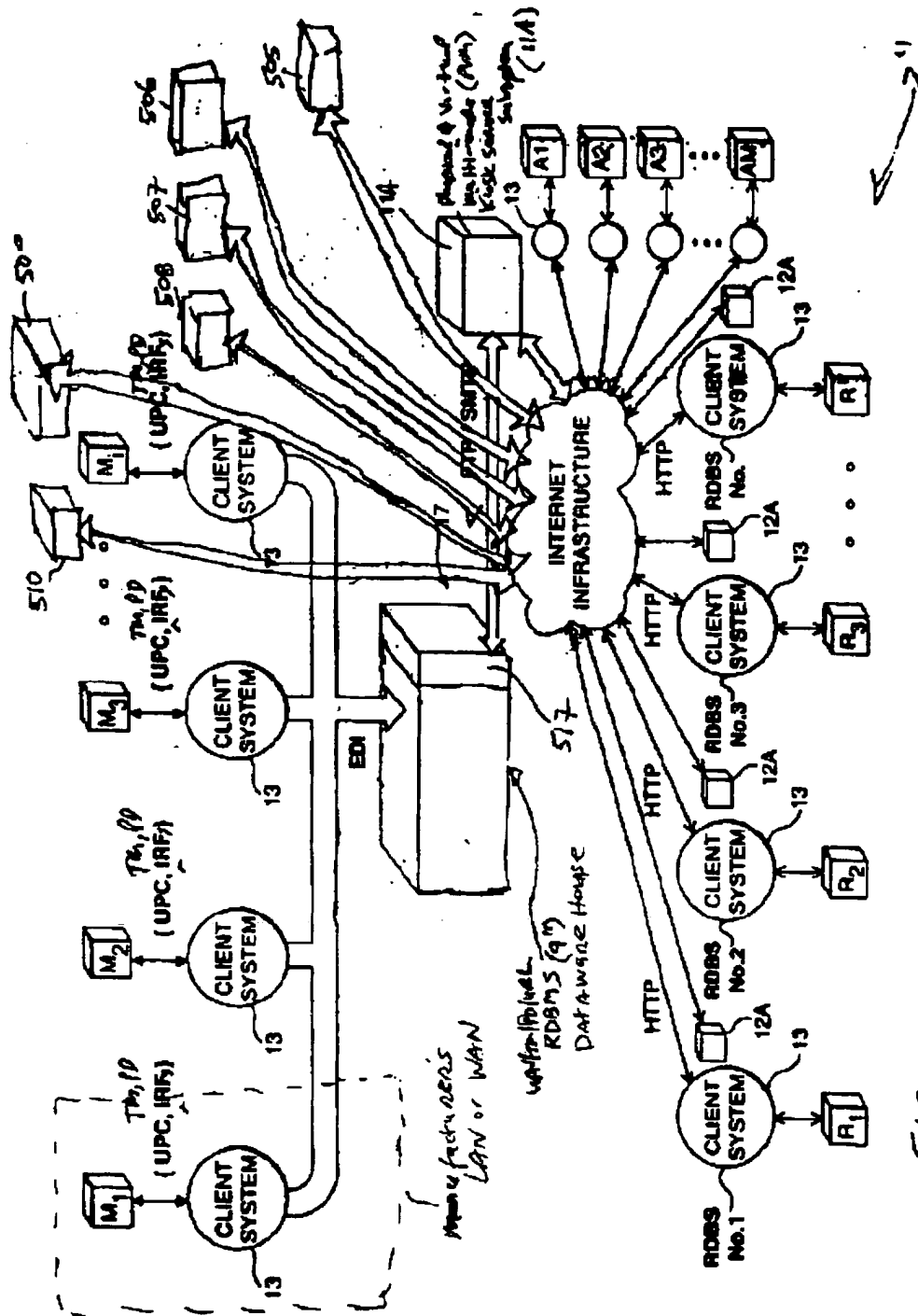
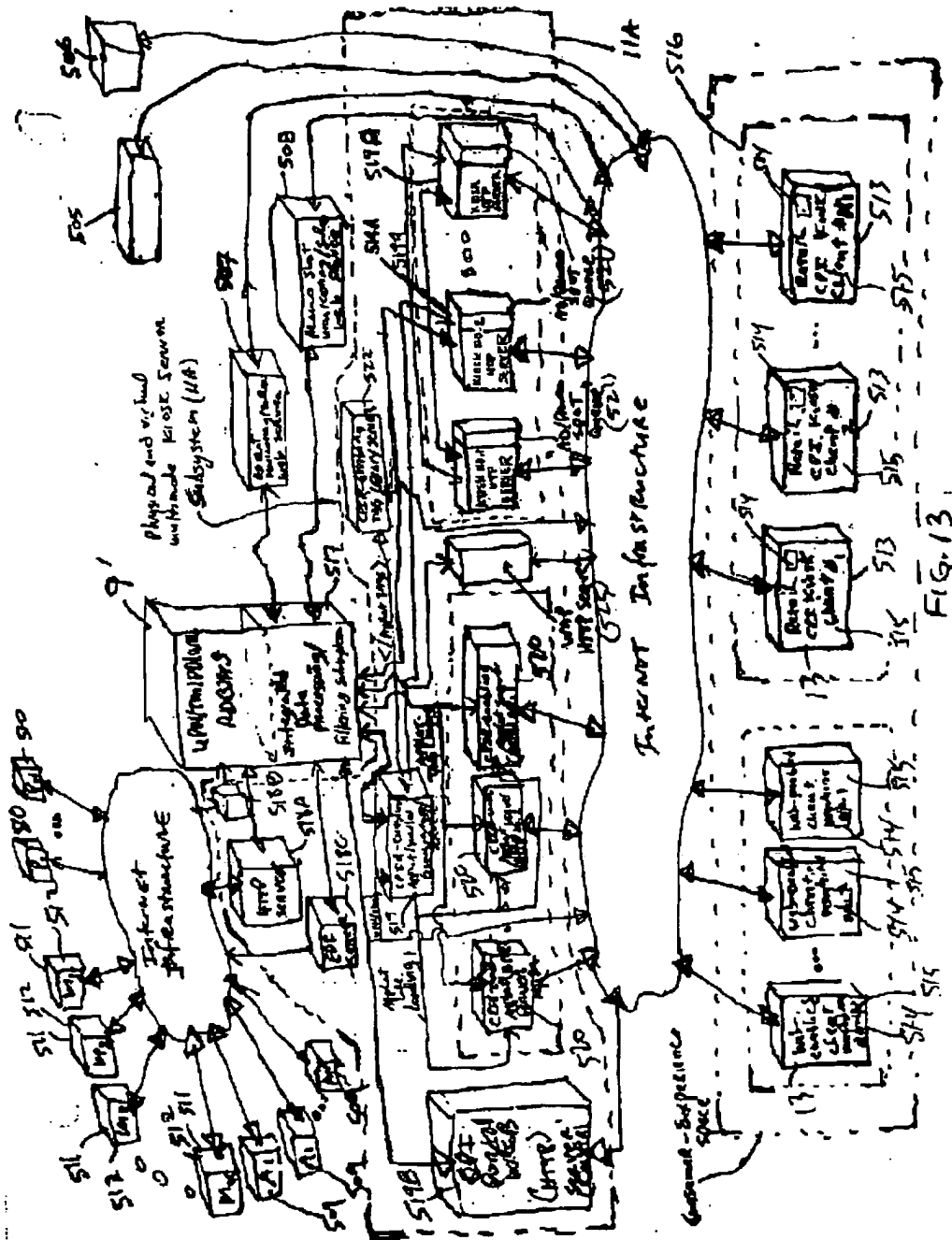


FIG. 12



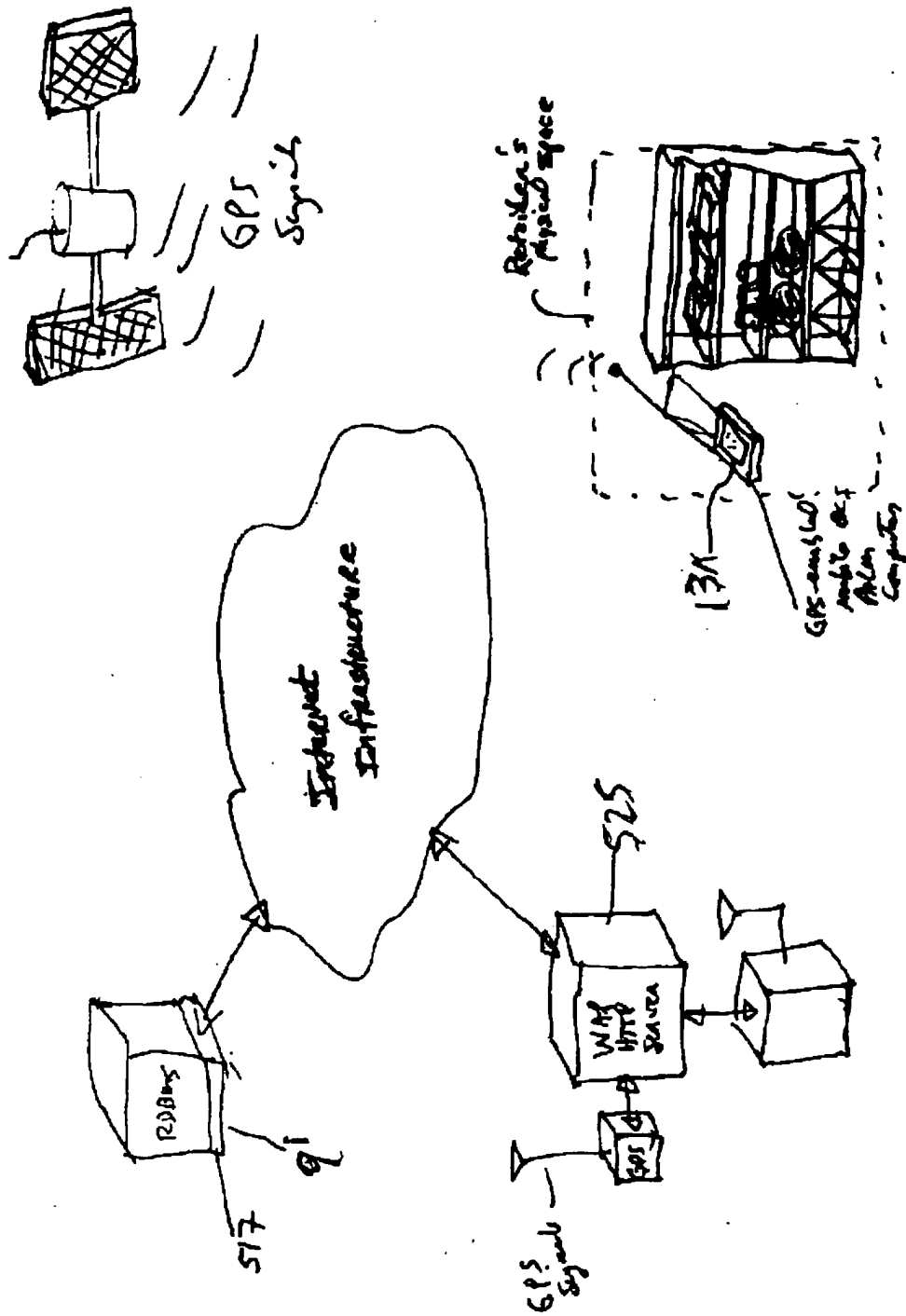


FIG. 14

Structure: XXXXXXXXXX		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Email Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vendor Employed	Alpha 20	Enterable; Modifiable
EDI Vendor Contact Person	Alpha 20	Enterable; Modifiable
EDI Vendor Phone Number	Alpha 20	Enterable; Modifiable
EDI Vendor E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mgmt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Email	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG 15A

Structure: UPN/URL Management SW Licenses		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep.	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B